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A STUDY OF THE EXTENT AND NATURE OF EXCHANGEES' CONTACTS WITH THE GERMAN POPULATION

Report No. 221
November 22, 1955

RESEARCH STAFF
OFFICE OF PUBLIC AFFAIRS
AMERICAN EMBASSY

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I N T R O D U C T I O N

The German/American Exchange of Persons Program is one of the major American efforts to assist Germany in the democratic orientation of her people. With the German/American Exchange Program in operation since 1947, the Research Staff conducted several studies to evaluate the program from different angles. In 1952, a study was designed to assess West German receptivity to, awareness of, and general reactions to the program. In May 1953, a detailed survey of returned exchangeees was performed with emphasis particularly on the kind of impressions they had received in the key areas of American life, and the kind of remarks in this connection they had disseminated in Germany since their return from the States. A follow-up study done early in 1955 was concerned with exploring further knowledge about dissemination by focusing on two particular groups of returnees (students and information experts). This study concentrated mainly on a particular group of respondents, which had direct or indirect contact with actual returned exchangeees. The purpose of this was to study the effectiveness of the exchange program among those segments of the population having been exposed to returnees' dissemination efforts and to find out to what extent these influences resulted in favorable changes of attitudes among the contactees.

The present report deals with a) trends in awareness and general evaluation of the Exchange Program, and mainly with b) extent and nature of the contacts which exchangeees have with the general West German population and c) attitudinal comparisons of the general population, actual returned exchangeees and those individuals whom the exchangeees have had occasion to contact and possibly influence.

At the time of the survey (April 18 - 30, 1955) about ten thousand West Germans and West Berliners had returned from visits of varying duration to the United States. Scientifically controlled probability sampling was utilized to gather 1) 1,269 cases in West Germany and 315 cases in West Berlin, representative of the general population 18 years of age and over, and 2) 462 interviews with individuals of the same age in West Germany and West Berlin with whom exchangeees have had contacts.

As usual, interviewing was conducted under German auspices by DIVO - Gesellschaft fuer Markt- und Meinungsforschung m.b.H., Frankfurt/Main, a German survey organization working under contract with the Research Staff.

S U M M A R Y O F F I N D I N G S

An investigation of German reactions to the Exchange of Persons Program reveals that the German population is predisposed to be favorable towards the program. Grouping the German population according to the kind of contact they have had with America, yields valuable clues for understanding the different reactions toward America. It appears that, by and large, exchangee contacts, numbering some 3 millions of the West German population, are far ahead of other population groups with regard to pro-American attitudes. While this might not be entirely due to contact with exchangees, nevertheless, the findings of this survey suggest that returned exchangees are an important factor in stimulating pro-American attitudes. In addition, contactees were found more highly opinionated concerning America than any other group in the population. In other words, this study reveals substantial evidence that the Exchange of Persons Program is a successful one in terms of creating pro-American orientation among those exposed to returnees' dissemination and that this dissemination is an ever-widening circle among the general population.

H I G H L I G H T S

I. Trends in Awareness and General Evaluation of the Exchange Program

MAJORITY NOW AWARE OF EXCHANGE PROGRAM ... Awareness of the Exchange Program among the general population has increased from 39% in 1952 to 55% today.

WIDESPREAD VIEW THAT GERMANY AS A NATION STANDS TO GAIN THROUGH EXCHANGE OF PERSONS PROGRAM REMAINS UNCHANGED ...

OPINION-LEADING ELEMENTS BELIEVE MOST IN THE PROGRAM'S PRACTICAL VALUE TO THE NATION ...

VERY FEW GERMANS FEEL VISITORS TO AMERICA WOULD BE UNFAVORABLY INFLUENCED ... Only a negligible minority say the influence on the exchangees in the United States would be unfavorable.

THE INFLUENCE OF THE EXCHANGE PROGRAM ON THE INDIVIDUAL IS VIEWED AGAIN MORE FAVORABLY BY OPINION-LEADING SEGMENTS OF THE POPULATION ...

INCREASED KNOWLEDGE AND BETTER OUTLOOK ON LIFE MAINLY SEEN AS A RESULT OF FAVORABLE INFLUENCES DERIVING FROM A STAY IN THE UNITED STATES ... General increase of knowledge on the part of the exchangee and improvement of his character-structure and of his outlook on life advanced most frequently as instances of favorable influence of sojourn in the States.

AMONG UNFAVORABLE INFLUENCES REPORTED, DISCONTENT WITH GERMAN LIVING CONDITIONS AND DETERIORATION IN CHARACTER AND MORALS FREQUENT ...

GERMAN VISITORS TO AMERICA THOUGHT TO GIVE MOST RELIABLE PICTURE OF THE UNITED STATES AVAILABLE ...

Section 1: Extent of Contact and Projected Amount of Dissemination

ALMOST HALF OF POPULATION KNOWS OF EXPERIENCES OF GERMAN VISITORS TO THE U.S. - AND NEARLY ONE OUT OF TEN HAS SOME CONTACT WITH RETURNED EXCHANGEES ... 8% of our cross-section sample claimed to have had some contact with the current exchangees. Projecting these 8% to the actual West German population one reaches a figure of about 3 million (i.e. between 2,399,999 and 3,350,000) who in some way or other have experienced contact with returned exchangees.

TODAY SOME TEN THOUSAND RETURNEES TALKED FACE-TO-FACE WITH SOME TWO MILLION WEST GERMAN ADULTS ... A comparison reveals that about twice as many people talk personally with exchangees today as did so in 1952.

AVERAGE PERSONAL CONTACT PER EXCHANGEER HAS REMAINED THE SAME SINCE 1952 ... By computation of the preceding figures it appears that each exchangee has talked with an average of about 210 Germans.

Section 2: Kind of Contact

FACE-TO-FACE RELATIONS MORE FREQUENT THAN OTHER FORMS OF CONTACT ...

ONE-FOURTH OF ALL CONTACTS ARE WITH FRIENDS OR RELATIVES OF RETURNEES ...

Section 3: Some Characteristics of Exchangee Contacts

EXCHANGEER CONTACT GROUP HAS MORE THAN ITS SHARE AMONG THE OPINION-LEADING ELEMENTS OF THE POPULATION ...

IN ALL CONTACT GROUPS YOUNGER PEOPLE MORE REPRESENTED THAN OLDER PEOPLE ...

EXCHANGEER CONTACTS ALSO TEND TO LEAN TOWARD THE CONSERVATIVE PARTIES ...

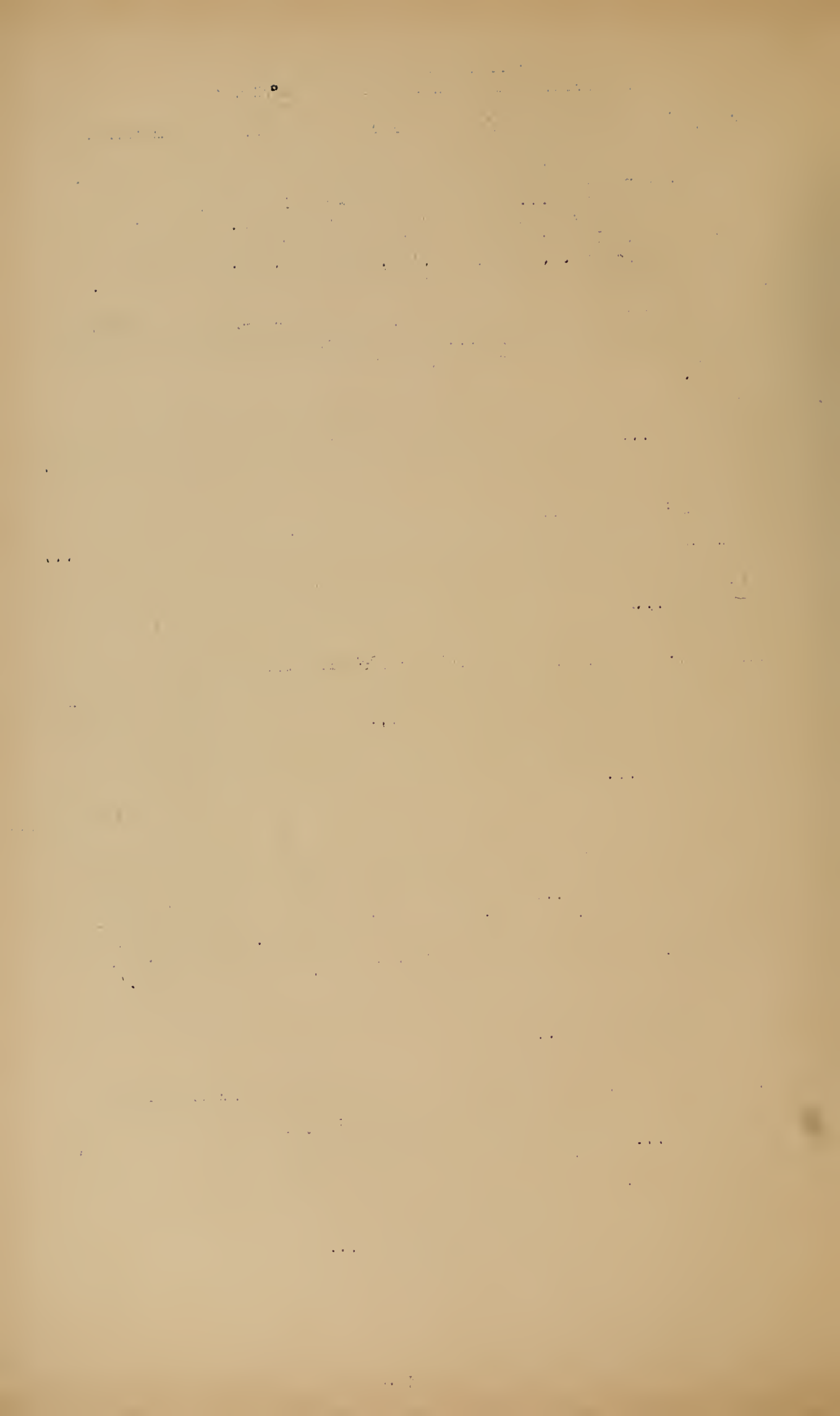
ALL CONTACT GROUPS GREATLY EXCEED GENERAL POPULATION IN REGARD TO EXPOSURE TO AMERICAN MEDIA - EXCHANGEER CONTACTS ARE FIRST BY A CONSIDERABLE MARGIN ... Exchangee contacts surpass not only the general population, but also the other contact categories with regard to exposure to American media such as newspapers, periodicals, books and movies. The same is true for U.S. propaganda media such as documentary films, Amerika-Haeuser and the 'Voice of America.'

EXCHANGEER CONTACTS TWICE AS LIKELY AS GENERAL POPULATION TO KNOW AMERICANS PERSONALLY ...

Section 4: General Evaluation of Exchangees by their Contacts

OVERWHELMING MAJORITY CONSIDER EXCHANGEES' U.S. EXPERIENCES USEFUL TO GERMANY ... Only 8% of the exchangee contacts are of the opinion that the exchangees' experiences in the United States would be of no use in Germany.

ONLY ONE OUT OF EVERY FIFTY EXCHANGEER CONTACT FEELS RETURNEE HAS BEEN UNFAVORABLY INFLUENCED BY HIS TRIP ...



Section 5: The Impact of Contact

MAJORITY OF EXCHANGEES TODAY REALIZE THEY WERE INFLUENCED BY EXPERIENCES OF EXCHANGEES ... 51 per cent of the exchange contacts report that they have been favorably influenced through contact with an exchangee.

PERSONAL CONTACT RESULTS IN GREATER FAVORABLE INFLUENCE ...

NEW CONCEPTS ACCEPTED ARE OVERWHELMINGLY FAVORABLE FROM THE AMERICAN POINT OF VIEW ...

OPINION-LEADING ELEMENTS WITHIN EXCHANGE CONTACTS MORE RECEPTIVE TO NEW CONCEPTIONS OF AMERICA ...

CHANGED CONCEPTIONS MAINLY FAVORABLE ...

THREE QUARTERS HAVE CHANGED ATTITUDES ATTRIBUTABLE TO EXCHANGEES ...

According to an index of 'effect of contact' which was based on:

1) change of attitudes towards the United States; 2) new ideas received and; 3) corrected conceptions - 15% of the exchange contacts show great effect of contact, 33% medium and 28% some effect.

III. Attitudinal Comparison of Returned Exchangees, Exchangee Contacts, and General Population

Section 1: Scalometer Ratings of Selected Areas of American Life

GENERAL POPULATION INDICATES HIGHER AMOUNT OF 'NO OPINION' - EXCHANGE CONTACTS LOWEST ... It is remarkable that exchange contacts have a lower percentage of 'No opinion' than do exchangees themselves.

a) Areas in which Contacts Have More Favorable Opinions than Exchangees

EXCHANGE CONTACTS MOST POSITIVELY IMPRESSED BY AMERICAN ECONOMY, RETURNEES SOMEWHAT LESS THAN GENERAL POPULATION ...

U.S. PRESS AND RADIO RATED SECOND MOST UNFAVORABLE AREA BY RETURNEES, GETS BETTER RATING FROM THEIR CONTACTS AND GENERAL POPULATION ...

b) Area in which Exchangees and their Contacts Indicate the Same Amount of Favorable Opinion

This applies only to 'U.S. Cultural Life.'

c) Areas in which Contacts Do Not Have as Favorable an Opinion as Do Exchangees

HIGH PERCENTAGES VIEW AMERICAN WAY OF LIFE AND OUTLOOK ON LIFE FAVORABLY, BUT CONTACTS ARE MORE CRITICAL ...

FAVORABLE REACTIONS TO THE AMERICAN EDUCATIONAL AND SCHOOL SYSTEM HIGH AMONG EXCHANGEES AND THEIR CONTACTS ...

SOCIAL PROBLEMS AND SOCIAL SERVICES VIEWED MOST CRITICALLY BY ALL GROUPS - MORE SO BY EXCHANGE CONTACTS ...

Section 2: Further Analysis of Reactions to Areas of U.S. Life -
Rank-Order Comparison of Exchangees, Contacts and
Average Germans

AMONG AREAS OF AMERICAN LIFE, U.S. ECONOMY AND INDUSTRY GET HIGHEST RATING - SOCIAL SERVICES AND SOCIAL PROBLEMS RATED LOWEST BY ALL GROUPS ...

EXCHANGEES CONTACTS TEND TO RECALL POSITIVE VIEWS ON THE UNITED STATES MORE THAN NEGATIVE ONES ...

I. Trends in Awareness and General Evaluation of the Exchange Program

The focus of interest in this brief chapter lies mainly in a trend comparison over the last three years of the general psychological climate in which the program is viewed in Germany. The inquiry moves from the more limited area of actual awareness of the existence of the program and the consequent assessment of its values for the individual and the nation, to a broader context of general acceptance and receptivity. Since the main purpose of the present report was to study the extent and nature of exchange contacts (ie. individuals with whom the actual exchangees have had contact) as well as possible attitudinal differences among all groups directly or indirectly affected by the exchange program, only a few - but the most indicative - key questions from the 1952 study were repeated for trend observation.

MAJORITY NOW AWARE OF EXCHANGE PROGRAM ...

Awareness of the existence of the exchange program has increased considerably over the past 3 years. By the criterion used in the two studies (see question below) more than five out of ten Germans today (55%) report having heard of the program as against less than four out of ten (39%) in 1952.

"Have you ever heard of a German-American exchange program?"

	<u>West Germany</u>		<u>West Berlin</u>
	Jan 1952 (1199)	Apr 1955 (1269)	Apr 1955 (315)
Yes	39%	55%	70%
No	<u>61</u> 100%	<u>45</u> 100%	<u>30</u> 100%

In West Berlin awareness of the program encompasses almost three quarters of the adult population.

INCREASED AWARENESS OF PROGRAM THROUGHOUT ALL POPULATION GROUPINGS ...

Though the opinion-leading elements of the population, i.e. the men, the better educated, upper-class, higher income groups, and prestige occupations are most aware of the program, their counterpart groups tend to be relatively more responsible for the increased knowledge of the exchange program since 1952. In respect to Land and city size, the greatest gains in awareness of the German-American exchange of persons were found in middle-size cities (with a population of 25,000 to 100,000) and in Lower Saxony, where knowledge of the existence of the program was lowest in 1952.

"Have you ever heard of a German-American exchange program?"

	Aware		Unaware		No. of cases	
	Jan 52	Apr 55	Jan 52	Apr 55	Jan 52	Apr 55
<u>West Germans</u>						
<u>Generally</u>	39%	55%	61%..100%	45%..100%	1199	1269
<u>Sex:</u>						
Men	49	62	51	38	543	531
Women	32	49	68	51	656	738
<u>Education:</u>						
Elementary school	32	48	68	52	959	1019
Beyond elementary	72	86	28	14	240	250
<u>Socio-Economic</u>						
<u>Status:</u>						
Middle and upper classes	53	67	47	33	640	647
Lower classes	25	42	75	58	559	622
<u>Income (per month):</u>						
0 - 299 DM	29	37	71	63	713	454
300 - 399 DM	47	59	53	41	258	296
400 DM and more	67	72	33	28	212	429
No opinion/ no answer	19	49	81	56	116	90
<u>Age:</u>						
18 to 24 years	41	60	59	40	159	129
25 to 34 years	44	64	56	36	240	235
35 to 44 years	43	61	57	39	267	259
45 to 54 years	41	55	59	45	264	299
55 years and over	30	41	70	59	269	347
<u>Party Preference:</u>						
SPD	43	61	57	39	286	244
CDU/CSU	38	59	62	41	226	325
FDP	76	82	24	18	67	61
Other parties	40	57	60	43	75	88
No party	39	55	61	45	303	247
Don't know	26	39	74	61	242	304
<u>Occupation:</u>						
Professionals	85	96	15	4	48	47
Businessmen	48	70	52	30	180	95
White-collar workers	62	79	38	21	170	135
Skilled laborers	38	64	62	36	219	128
Semi-skilled laborers	27	49	73	51	138	120
Farmers	25	36	75	64	134	103
Domestic service	29	52	71	48	31	29
Not employed	31	49	69	51	195	178

(Cont'd from preceding page)

	Aware		Unaware		No. of cases	
	Jan 52	Apr 55	Jan 52	Apr 55	Jan 52	Apr 55
Religion:						
Catholics	35%	51%	65%...100%	49%...100%	529	590
Protestants	42	57	58	43	624	627
Other/no religion	57	71	43	29	46	52
Origin:						
Natives	41	53	59	47	932	996
Expellees, refugees	35	62	65	38	267	273
City Size:						
Up to 1,999	29	41	71	59	372	407
2,000 to 24,999	38	54	62	46	381	380
25,000 to 99,999	43	68	57	32	122	126
100,000 and over	51	67	49	33	324	356
Land:						
Schleswig/Holstein,						
Hamburg, Bremen	40	52	60	48	120	106
Lower Saxony	33	56	67	44	205	182
North Rhine/						
Westphalia	42	61	58	39	297	338
Hesse	44	56	56	44	108	118
Rhineland/						
Palatinate	38	44	62	56	85	85
Wuerttemberg/						
Baden	43	54	57	46	153	194
Bavaria	38	50	62	50	231	246

WIDESPREAD VIEW THAT GERMANY AS A NATION STANDS TO GAIN THROUGH EXCHANGE OF PERSONS PROGRAM REMAINS UNCHANGED ...

The question - what do Germans think of the potential value to their country of exchangees, who return home after a sojourn in the United States and whether they contribute anything worthwhile - is an important aspect in regard to German receptivity to the program.

As in 1952, three of every four queried (and over nine-tenths in West Berlin) feel that Germany, as well as the individual who went to the U.S., would realize gain from the visits. Only 7% said the experiences gathered through a several months' stay in the States by German experts and students would only be the personal advantage of the visitor.

"Do you believe that through a several months' stay in America the majority of German experts and students gathered experiences which will only be to their personal advantage or do you think that the experiences gathered in America could be of general advantage to Germany?"

	General Population		
	West Germany		West Berlin
	Jan 52	Apr 55	Apr 55
	(1199)	(1269)	(315)
Only personal advantage	9%	7%	5%
For Germany as well	}74	34	54
For both		41	39
No advantages whatever	3	3	*
No opinion	14	15	2
	100%	100%	100%

* Less than one half of one per cent.

OPINION-LEADING ELEMENTS BELIEVE MOST IN THE PROGRAM'S PRACTICAL VALUES FOR THE NATION ...

In regard to age groups, however, indication is found that the people between 25 and 34 years of age are most inclined to think Germany as a nation would realize any gain from the exchange program while those 55 years and over are least inclined to think so.

"Do you believe that through a several months' stay in America the majority of German experts and students gathered experiences which will only be to their personal advantage or do you think that the experiences gathered in America could be of general advantage to Germany?"

	Only personal advantage	For Germany as well/ for both	No advantage whatever	No opinion	No. of cases
<u>General Population:</u>	7%	75%	3%	15%...100%	1269
<u>Sex:</u>					
Men	6	82	4	8	531
Women	7	71	2	20	738
<u>Education:</u>					
Elementary school	6	74	3	17	1019
Beyond elementary	7	88	3	2	250
<u>Income:</u>					
Up to 149 DM	7	60	1	32	146
150 to 299 DM	6	69	5	20	308
300 to 399 DM	7	77	3	13	296
400 to 499 DM	6	85	1	8	163
500 DM and more	6	88	3	3	266
No answer	11	60	4	25	90
<u>Socio-Economic Status:</u>					
Upper classes	10	84	2	4	50
Middle classes	6	80	3	11	597
Lower classes	7	70	3	20	622
<u>Opinion-Leadership Scale:®</u>					
Very active	9	80	4	7	109
Somewhat active	5	83	2	10	297
Remainder	7	72	3	18	863
<u>Age:</u>					
18 to 24 years	8	78	1	13	129
25 to 34 years	6	84	2	8	235
35 to 44 years	5	78	2	15	259
45 to 54 years	9	74	5	12	299
55 years and over	6	68	3	23	347
<u>Occupation:</u>					
Professionals	4	90	4	2	47
Businessmen	4	87	4	5	95
White-collar workers	9	84	3	4	135
Skilled laborers	10	78	3	9	128
Semi-skilled laborers	8	80	3	9	120
Domestic service	3	73	3	21	29
Farmers	6	72	2	20	103
Housewives	7	68	3	22	434
Unemployed	-	89	-	11	9
Pensioners; retired	7	68	3	22	150
Students	-	100	-	-	11

® Determined by political and organizational participation.

VERY FEW GERMANS FEEL GERMAN VISITORS TO AMERICA WOULD BE UNFAVORABLY INFLUENCED ...

Another aspect of the general evaluation of the program among the rank and file is whether the exchangees would be influenced for the better or for the worse through a few months' visit in America. Only a negligible minority (6% in West Germany and 5% in West Berlin) say the influence on the exchangees in the U.S. would be unfavorable.

In 1952, a slightly different question was asked to determine what Germans think their countrymen might experience during a visit to the States, "In your opinion, could a visit of several months to America have an unfavorable influence on a German?" Despite this wording, which entailed a slight suggestiveness in the direction of the affirmative - "Yes, it could", it is noteworthy to report the results:

1952: Nearly two-thirds (63%) of the West Germans said "No," ruling out the possibility of a German visitor's being unfavorably influenced by a visit to America. 16% of the respondents thought unfavorable influences might occur, and 21% gave no opinion.

"Supposing a German would spend several months in the United States, do you think that, in general, the influence on him would be more favorable or more unfavorable?"

	<u>General Population (1955)</u>	
	<u>West Germany</u>	<u>West Berlin</u>
	(1269)	(315)
More favorable	61%	89%
More unfavorable	5	3
Partly/partly	1	2
No opinion	<u>33</u>	<u>6</u>
	100%	100%

THE INFLUENCE OF THE EXCHANGE PROGRAM ON THE INDIVIDUAL IS VIEWED
AGAIN MORE FAVORABLY BY OPINION-LEADING SEGMENTS OF THE POPULATION ...

"Supposing a German would spend several months in
the United States, do you think that, in general,
the influence on him would be more favorable or
more unfavorable?"

	<u>More favorable</u>	<u>More un- favorable</u>	<u>Partly/ partly</u>	<u>No opinion</u>	<u>No. of cases</u>
<u>General Population:</u>	61%	5%	1%	33%...100%	1269
<u>Sex:</u>					
Men	66	7	1	26	531
Women	58	4	*	38	738
<u>Education:</u>					
Elementary school	60	5	*	35	1019
Beyond elementary	68	7	1	24	250
<u>Income:</u>					
Up to 149 DM	51	5	1	43	146
150 to 299 DM	55	5	-	40	308
300 to 399 DM	62	6	*	32	296
400 to 499 DM	70	5	2	23	163
500 DM and more	72	5	1	22	266
No answer	46	9	-	45	90
<u>Socio-Economic Status:</u>					
Upper classes	62	8	2	28	50
Middle classes	64	6	1	29	597
Lower classes	57	5	1	37	622
<u>Opinion-Leadership Scale:®</u>					
Very active	69	6	3	22	109
Somewhat active	65	9	1	25	297
Remainder	59	4	*	37	863
<u>Age:</u>					
18 to 24 years	63	4	-	33	129
25 to 34 years	69	6	*	25	235
35 to 44 years	61	5	*	34	259
45 to 54 years	60	7	1	32	299
55 years and over	56	5	1	38	347
<u>Occupation:</u>					
Professionals	53	15	4	28	47
Businessmen	64	8	2	26	95
White-collar workers	66	8	1	25	135
Skilled laborers	65	5	1	29	128
Semi-skilled laborers	73	7	-	20	120
Domestic service	55	3	-	42	29
Farmers	54	7	1	38	103
Housewives	57	3	-	40	434
Unemployed	78	-	-	22	9
Pensioners; retired	58	4	1	37	150
Students	100	-	-	-	11

® Determined by political and organizational participation.

* Less than one half of one per cent.

INCREASED KNOWLEDGE AND BETTER OUTLOOK ON LIFE MAINLY SEEN AS RESULT
OF FAVORABLE INFLUENCES DERIVING FROM A STAY IN THE U.S. ...

When people were asked how a German visitor might be favorably influenced during a few months' stay in the U.S., most answers aimed at increased knowledge, more liberated outlook on life, and varied observations accruing from his experiences in America.

"Supposing a German would spend several months in the United States, do you think that, in general, the influence on him would be more favorable or more unfavorable?"

IF "More favorable":
"In what respect favorable?"

	General Population	
	West Germany	West Berlin
<u>He may expand his knowledge and horizon:</u>	30%	39%
"I'm of the opinion that if a German goes to the States, and he keeps his eyes open, he can learn a great deal over there and he can improve his knowledge."		
"A stay in the States will certainly contribute toward the widening of his horizon."		
"Through a stay in the States he will grow in maturity. I mean, he will learn over there to think and act independently. He will no longer accept things without criticism as do so many of his compatriots."		
"If you get to know American conditions through personal experience, you'll understand them better, thus your judgment will become more mature."		
<u>His professional career may be furthered:</u>	12	23
"What he learns over there might be of great value to his career."		
"He is offered a chance to further his professional career."		
"He gets to know different working conditions and manufacturing methods. It's a good thing to draw comparisons between conditions and methods used in the States and in Germany."		
<u>His character may be elevated, his outlook on life, and his way of life may be liberalized:</u>	8	21
"You'll find that those who return from the States have become broad- and open-minded."		
"A stay over there will make him a self-assured man and he or she might adopt the prevalent American practice of helping each other."		
"The Germans who have been in the States shake off their pedantry and behave more casually and freely. They will also be more fit to cope with life."		

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West Germany	West Berlin
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His political knowledge, and his understanding of America would be enlarged:

5%

9%

"He will acquire a better understanding of America. Furthermore, he'll see with his own eyes how people live in a free country as compared to life under a dictatorship."

"Germans with a narrow horizon would learn in the States that there are other ways of living than their own. They probably will get rid of those nationalistic ideas that have been hammered into them for years."

"He'll get a more thorough understanding of political developments. It promotes understanding and brings people together."

He may derive personal advantages (general answers):

4

8

"A German, provided he is a bright person, will profit through a stay in America. With the experiences achieved over there he will get on and be successful over here."

"It's useful to get to know all the innovations that are developed in America."

A stay abroad has a favorable influence in any case (America not especially mentioned):

4

6

"Whatever country you'll visit, you'll enlarge your knowledge."

"Everybody who stays some time abroad, will have useful experiences."

"It's always a good thing to move on to a new surroundings now and then, instead of sticking to the same place all the time."

Other answers:

2

2

"Such a trip makes them appreciate what they have at home. It makes them love their homeland more profoundly."

"Because he can learn the language."

"Because the Americans treat foreign visitors better than their fellow country-men."

No opinion/No answer:

$$\frac{2}{67\%}$$

$$\frac{3}{111\%}$$

@ Some respondents gave more than one answer.

AMONG UNFAVORABLE INFLUENCES REPORTED DISCONTENT WITH GERMAN LIVING
CONDITIONS AND DETERIORATION IN CHARACTER AND MORALS FREQUENT ...

The reasons advanced by those who think there would be unfavorable in-
fluences plying upon the German visitor in the States cover many different
aspects. They vary from the belief that the visitor becomes dissatisfied
with the living conditions in Germany and has difficulties in readjusting
after his return, to rather negative assessments of American life, such as
superficiality and materialism or low morale.

IF "More unfavorable":
"In what respect unfavorable?"

	General Population	
	West Germany	West Berlin
<u>He may become discontent with the living conditions in Germany:</u>	2%	2%
"He will be dissatisfied with the conditions over here; like an East Zone resident returning from a stay in West Berlin."		
"He will be quite dissatisfied with the modest life over here, because he can't live in the same grand style as he could in the States."		
"Because he can earn a better living in the States than over here. He won't succeed in readjusting himself to the modest conditions over here."		
<u>His character may deteriorate through American superficiality and materialism:</u>	2	1
"He may become an easy prey to American materialism - the superficiality and restlessness of the Americans will have an unfavorable influence on him."		
"It would do harm to the German character."		
"Those who go to the States will let the Americans throw dust in their eyes. The relations to their homeland would be disturbed, and they would live according to the motto 'Money is Power'."		
<u>His morals may be corrupted through the free American life:</u>	1	*
"Life in America is very different from the life in Germany. It may lead a young German toward recklessness, and the different way of life may corrupt his morals."		
"The unconventional and rather loose way of life of the Americans might spoil solid Germans."		
"It's a fact that the Americans don't take matrimonial faithfulness too seriously, and since their views on family life differ considerably from ours, a stay in the States can't be expected to be beneficial for young Germans. They are exposed to grave moral dangers in the States."		
<u>Other answers:</u>	1	*
"Because the Americans make too much war propaganda."		
"He would be disgusted by the exploitation of the American worker."		
"He would remain in the States if he could feel at home there."		
<u>No opinion/No answer:</u>	* 6% [@]	* 3%

* Less than one half of one per cent.
@ Some respondents gave more than one answer.

GERMAN VISITORS TO AMERICA CONSIDERED TO GIVE MOST RELIABLE PICTURE
OF THE U.S. AVAILABLE ...

When Germans were asked to compare several sources of information about the U.S., a very high vote of confidence was given to German visitors to America. A majority of the opinionated respondents (43% of the West German general population) say the most reliable picture of America would be given by returned Germans. This figure is greater than was found for all other sources combined. The next most often mentioned sources for a reliable portrayal of America are the "VOA" radio programs (10%) and German authored books about the U.S. (10%). In comparison with the Germans returned from the States all other American and German sources fare badly.

Since 1952, however, a significant drop in naming German visitors on first choice can be noticed and a small but statistically reliable gain in confidence for the VOA as the most reliable portrayal of the U.S.

It is further interesting to note that in West Berlin of the eight listed sources the "Voice of America" is on top as most reliable source about America (with 33%) followed closely by Germans who have visited the U.S. (50%) again top all other sources in reliability, but VOA with 20%, appears to receive at least twice as much confidence in Berlin as it does in West Germany.

Also interesting is the finding that only between 3 and 5 per cent think Americans would give the most reliable picture about the United States.

"Supposing you had all of these sources of information at your disposal - which source would you think gives the most reliable picture of America?"

	<u>General Population</u>		
	<u>West Germany</u>		<u>West Berlin</u>
	Jan 52 (1199)	Apr 55 (1269)	Apr 55 (315)
Germans who visited America	50%	43%	31%
"Voice of America	6	10	33
Books about America by			
German authors	9	10	11
German newspapers	8	9	6
German radio stations	6	6	5
Americans	3	3	5
Books about America by			
American authors	4	3	3
American movies	2	2	3
Other sources (Which?)	1	1	2
No opinion	11	13	1
	100%	100%	100%

OPINIONS OF EXCHANGEES BALANCE ALL OTHER MEDIA AS TO RELIABILITY OF INFORMATION ABOUT THE UNITED STATES r..

A comparison of the different population groups reveals that German visitors to the U.S. and the eight other sources of information on America are rated quite differently by most groups. There are no differences revealed by sex, education and religion, that is the percentage choosing returned Germans as the most reliable source about America is the same as the summed percentage for all other sources.

The opinion-leadership scale reveals that the most active elements of the population do not place as much confidence in exchangees as in the reliability of all the other sources together. The reverse is true of the least active elements in German society. People highest in socio-economic status, however, tend to think that returned German visitors are a more reliable source of information. As this constitutes only a small group of the entire population, it carries hardly any weight in the overall picture.

Among the various income brackets, the other eight media (taken together) lead to a varying degree over exchangees. However, in the medium income group (300 to 399 marks per month) exchangees are ahead of media by 9 per cent.

Among the age groups it appears that older people tend to name the other media less often than do the younger ones. Rating of exchangees is almost evenly spread between young and old. The group of 25 to 34 year-olds, however, stands out with 53 per cent in favor of exchangees, having an edge of 12 per cent over other age groups above and below.

Farmers, skilled laborers and housewives are the occupational groups that voice greatest trust in exchangees as a source of information. Professionals, domestic servants and semi-skilled laborers lead among those groups where the percentage naming exchangees is less than the summed percentage for all other media.

Among the adherent of the SPD and FDP, the percentage for the other media together comes out with a slight advantage over that given to exchangees. Among CDU followers there is an even balance. Adherents of the other parties express greater confidence in what the exchangees say about America than in what all other sources have to offer.

Dwellers in small cities (up to 25,000 inhabitants) definitely prefer exchangees as a source of information on America, while people living in bigger cities think the other media to be a more reliable means of information.

"Supposing you had all of these sources of information at your disposal - which source would you think gives the most reliable picture of America?"

	Germans who have visited America	All other sources	No opinion	No. of cases
<u>General Population:</u>	43%	42%	15%...100%	1269
<u>Sex:</u>				
Men	45	46	9	531
Women	41	39	20	738
<u>Education:</u>				
Elementary school	41	41	18	1019
Beyond elementary	48	48	4	250
<u>Socio-Economic Status:</u>				
Upper classes	58	40	2	50
Middle classes	43	46	11	597
Lower classes	40	39	21	622
<u>Opinion-Leadership Scale:@</u>				
Very active	44	51	5	109
Somewhat active	43	49	8	297
Remainder	42	38	20	863
<u>Income:</u>				
Up to 149 DM	32	41	27	146
150 to 299 DM	38	41	21	308
300 to 399 DM	48	39	13	296
400 to 499 DM	43	49	8	163
500 DM and more	45	49	6	266
No answer	41	32	27	90
<u>Age:</u>				
18 to 24 years	41	48	11	129
25 to 34 years	53	40	7	235
35 to 44 years	41	45	14	259
45 to 54 years	42	43	15	299
55 years and over	37	38	25	342
No answer	40	40	20	5
<u>Occupation:</u>				
Professionals	34	64	2	47
Businessmen	44	46	10	95
White-collar workers	45	50	5	135
Skilled laborers	55	38	7	128
Semi-skilled laborers	38	49	13	120
Domestic service	28	48	24	29
Farmers	48	30	22	103
Housewives	44	35	21	434
Unemployed	-	100	-	9
Pensioners; retired	33	43	24	150
Students	45	55	-	11
<u>Religion:</u>				
Catholics	42	39	19	590
Protestants	43	44	13	627
Other and no religion	39	50	11	52
<u>Party Preference:</u>				
SPD	44	49	7	244
CDU/CSU	45	45	10	325
FDP	39	56	5	61
Other parties	56	34	10	88
No party	43	43	14	247
No party preference stated	35	32	33	304
<u>City Size:</u>				
Up to 1,999	45	35	20	407
2,000 to 24,999	44	39	17	380
25,000 to 99,999	34	56	10	126
100,000 and over	41	48	11	356

II. Extent and Nature of Exchangee Contacts with General Population

In previous studies of the Exchange of Persons Program, the approach to the problem was either through a survey among the general West German population only or among returned exchangees. In the present report another important area of investigation has been included, namely the exchangee contacts. This group represents the direct and indirect contacts of returned exchangees with the West German population. These people report knowing about the American experiences of exchangees returned from America and are of special interest because their evaluation of the returnee can give deeper insight into the value of the Exchange Program.

Since this group represents only about one out of every twelve adult West Germans (8%), it was necessary to augment the number of cases in order to get a statistically analyzable group. For this purpose a battery of selective questions was employed through several probability sample surveys in West Germany and West Berlin. Those people who were identifiable as exchangee contacts were later re-interviewed within the framework of the present study after enough names were gathered and a small but statistically analyzable group of 462 interviews in West Germany and West Berlin could be reached.

These eight per cent of the population are the center of inquiry in this chapter, because they represent the ever-widening segment of the West German population which can be expected to come in continuously closer contact with German visitors returned from America under the Exchange Program.

Section 1: Extent of Contact and Projected Amount of Dissemination

The data of this section will demonstrate that individual exchangee experiences are going far beyond the individual in impact; they go directly to an appreciable nucleus of personal contacts and indirectly in ever-widening circles to a substantial proportion of the West German population.

ALMOST HALF OF POPULATION KNOWS OF EXPERIENCES OF GERMAN VISITORS TO THE U.S. - AND NEARLY ONE OUT OF TEN HAS SOME CONTACT WITH RETURNED EXCHANGEES ..

When the respondents were asked whether they know anything about the impressions and experiences of Germans who visited the U.S., almost half (44%) of the total West German population and a clear majority of the West Berliners (59%) reported knowing about the actual impressions and experiences of German visitors to America.

While approximately one in every hundred Germans has been in the United States himself, most "visited" America as POWs.

When the West German population was queried as to the capacity in which the person visited America, 12% of the respondents indicated contact with private visitors, such as tourists or businessmen, 9% with persons who were in the States as POWs and 8% claimed to have contact with returned exchangees.

Projecting these 8 per cent onto the actual West German population means that roughly 2,800,000 (i.e. between 2,300,000 and 3,350,000) have learned in some way about the experiences of exchangees.

With some 10,000 exchangees returned at the time of this survey, this means that each exchangee has an average contact - direct or indirect - with roughly 280 other Germans (actually ranges between 230 and 335 persons).**

These results are not essentially different from those found in 1952, when, however, a different question technique was employed.

1952: Those aware of the exchange program had been asked whether as they remembered it, they had learned about the program itself or about experiences of someone who had been in the U.S. under the Exchange of Persons Program. An identical number of 8% replied having heard about the actual experiences of an exchangee.

"Have you heard anything about the impressions and experiences of people who visited America - the U.S.?"

1955

	<u>West Germany</u>	<u>West Berlin</u>
	(1269)	(315)
Visited the country myself	1%	2%
Have heard	44	59
No, haven't heard anything	<u>55</u>	<u>39</u>
	100%	100%

IF "Have heard":

"As far as you know, in what capacity did this person (of whose impressions and experiences you have heard) visit America?"

As tourist, private visitor,		
businessmen	12%	23%
As POW	9	9
Under a German-American exchange		
program	8	15
In some other capacity	6	9
Immigrants/got married after the war/		
both partners still in U.S.	7	5
Don't know about the nature of		
his stay	<u>4</u>	<u>3</u>
	46%	64%

© Some respondents gave more than one answer.

** Whenever percentage figures are extrapolated onto actual number of people the range of numbers is noted to account for the statistical margin of error inherent in the calculation.

TODAY SOME TEN THOUSAND RETURNEES TALK FACE-TO-FACE WITH SOME TWO MILLION WEST GERMAN ADULTS ...

Narrowing the focus to Germans who have actually talked with exchangees personally a comparison of the present results with the 1952 figures reveals a significant increase in personal contact of returned exchangees with other Germans. About twice as many people talked personally with exchangees today as did so in 1952.

1952: All those reporting knowledge about the actual experiences of exchangees in the U.S. had been asked "Have you personally talked to this exchangee, have you heard a lecture by him or have you come in contact with him in some other way?" 2.7% of the adult West Germans (or between 590,000 and 1,200,000 persons) said they talked personally with a returnee.

	<u>West German General Population</u>	
	<u>1952</u> (1199)	<u>1955</u> (1269)
Talked personally to exchangee	3%)	6%)
Know only of impressions and experiences of exchangee	5) 8%	2) 8%
Had some kind of contact with other German visitors to U.S.)	36)
Had no contact with German visitors to the U.S. at all) 92	55) 92
Had been in the U.S.) 100%	1) 100%

Again projecting the 6% from the most recent study against the adult population, it means that approximately two million people (between 1,700,000 and 2,600,000) had personal contact with an exchangee.

AVERAGE PERSONAL CONTACT PER EXCHANGEES HAS REMAINED THE SAME SINCE 1952 ...

Using the extrapolated number of Germans who said they talked face-to-face with a returnee and dividing it by the ten thousand German visitors to America under the exchange program who have returned to Germany at the time of this study, each exchangee would appear to have talked with an average of 210 other Germans (or between 170 and 260 persons) about the program - as against approximately the same average per exchangee in 1952 (between 150 and 300 other Germans), when only some four thousand exchangees had returned to Germany.** This means that the average personal contact per exchangee remained about the same over the last three years.

This figures for the average number of personal contacts is most conservative for at least the following reasons: a) youth below 18 years of age were not sampled and a large number of exchangees have come from the ranks of this age group and could be expected to have had considerable personal contact with other German youth, and b) some respondents may be unable to recall personal contacts with exchangees or be unaware that such contacts were with exchangees.

It might be pointed out at the end of this section that as exchangee talked face-to-face about his American impressions and experiences with an average of some 200 of his countrymen, and the personal contact of exchangees with other Germans doubled during the last three years, it seems clear that the exchange operation has gone far toward obtaining the kind of leverage and multiplier effect to which the program aspires.

** In the study reported upon in 1952, the calculation of extrapolated figures was based on error limits at 99% reliability level, while in the present report all computations of the standard error were done at the level of 95% assurance. Therefore the range of the 1952 figures is wider, but the average is about the same.

Section 2: Kind of Contact

From now on exchangee contacts will be compared with the two other groups having the most contact with the U.S. (1) German visitors to America, i.e. tourists and businessmen having visited the U.S.; and (2) former prisoners of war in the States. Both groups may be separated from the general population sample since each embraces a sufficient number of cases to be used for rough comparison purposes.

FACE-TO-FACE RELATIONS PREDOMINATE OVER OTHER FORMS OF CONTACT ...

Of all the types of relations which exchangee contacts have had with returnees, personal conversation is the most frequent (77%) High as this percentage is, it is even higher among the two other groups who have had contact with German visitors to the United States.

In addition to this closest form of association with an exchangee, contacts have almost as many of the other kinds of relations (62%). This is, however, nearly twice as much as is found among the two comparative groups for the various other forms of contact (tourists and former POWs had 33% and 23%, respectively). The reason for these differences lies in the fact that almost three times as many of the people knowing exchangees or their experiences were in indirect contact with them via various media (44%) than is the case for the groups with contact with other German visitors to the U.S. (17% and 15%). Outstanding in this comparison is the factor of lectures held by the visitors the respondent had contact with; for 27% of the exchangee contacts had such experiences as against only 7% among the other two contact groups.

The total amount of contact reported by respondents in touch with exchangees appears to be considerably higher and more varied than that reported by the other groups. Taking the total contact for people knowing exchangees as 100 per cent, the total amount of contact for the other two groups is not more than 82 and 86 per cent of that for exchangee contacts. This finding indicates considerably greater dissemination activity on the part of the exchangees than is revealed for the two other groups.

"Can you tell me how you came to hear of the impressions and experiences of this German visitor to the U.S.?"

		<u>Contacts with other German</u> <u>Visitors to the U.S.</u>		
		<u>Exchangee</u> <u>Contacts</u> <u>(372)</u>	<u>Tourists,</u> <u>Business-</u> <u>men</u> <u>(154)</u>	<u>Former</u> <u>Prisoners</u> <u>of War</u> <u>(112)</u>
<u>Personal Contact with Visitor</u>		77%	81%	98%
Personal acquaintance, I talked to him				
<u>Indirect Contact with Visitor/</u> <u>via Media</u>		44	17	15
I attended a lecture given by him	27%	7%	7%	
I heard a talk or lecture by him over the radio	6	4	4	
I read an article by him in a newspaper, periodical or magazine	8	5	2	
I read a book by him	3	1	2	
<u>Second-Hand Contact/via</u> <u>Other People, etc.</u>		18	16	8
Other people told me about the experiences of a person who travelled to America	9	10	5	
I heard of institutions or improvements which were introduced here in Germany according to suggestions and ideas of a person who had travelled to America	5	3	3	
Contact of a different kind, that is	4	3	-	
<u>No contact</u>		-	-	-
		139%	114%	121%
<u>TOTAL AMOUNT OF CONTACT:</u>		100%	82%	86%

@ Some respondents gave more than one answer.

ONE-FOURTH OF CONTACTS ARE WITH FRIENDS OR RELATIVES OF RETURNEES ...

In order to properly understand the separation (used below) of relatives and friends on one side and acquaintances and strangers on the other side, it should be explained that there is a significant social distance between the concepts "friend" and "acquaintance" in the German thinking. A greater degree of personal attachment is associated with the term "friend" - equivalent to the American meaning of "close friend" - while the contact with an "acquaintance" is of a more impersonal nature.

In the context of character of contact with German visitors to the States, the group of respondents knowing tourists and businessmen appears to be similar to the exchangee contacts. The people whom the exchangees have influenced (that is, exchangee contacts) are to be found more outside the family circle (87%) than is the case with people whom tourists and POWs talked to (81% and 74%, respectively).

"Was this person a relative, a friend, an acquaintance or a stranger?"

	Contact with other German Visitors to the U.S.		
	Exchangee Contacts	Tourists, Businessmen	Former POWs in the U.S.
	(372)	(154)	(112)
Relative	13%	19%	26%
Friend	12 } 25%	7 } 26%	7 } 33%
Acquaintance	48 }	52 }	47 }
Stranger	27 } 75	22 } 74	20 } 67
	100%	100%	100%

Section 3: Some Characteristics of Exchangee Contacts

EXCHANGE CONTACT GROUP HAS MORE THAN ITS SHARE AMONG THE OPINION-LEADING ELEMENTS OF THE POPULATION ...

As one might expect, the extent to which higher status and opinion-leading groups in the Western German population are represented among the exchangee contacts is much greater than that found for the other contact group or for the general population. In other words, among the exchangee contacts there are three times as many of the better educated, the upper classes, and the politically and organizationally more active people, and twice as many of the higher income groups and prestige occupation as is found in the general population. On the other hand, the other two groups have significantly lower percentages of these same prestige elements.

This finding reveals a tendency (which is only natural) of exchangees to mainly contact persons of the elite-groups in West Germany, since the exchangees are themselves members of these groups.

	<u>Exchangee Contacts</u>	<u>Contact with other German Visitors to the U.S.</u>		<u>General Population</u>
	(372)	Tourists, Businessmen (154)	Former POWs in the U.S. (112)	(1269)
<u>Sex:</u>				
Men	54%	42%	57%	42%
Women	46	58	43	58
<u>Education:</u>				
Elementary school	41	63	77	80
Secondary & High school w/o Abitur	34	26	15	15
High school w/Abitur	10	7	5	3
University	15	4	3	2
<u>Income:</u>				
Up to 149 DM	6	7	4	11
150 to 299 DM	14	16	16	24
300 to 399 DM	15	18	27	23
400 to 499 DM	11	17	21	13
500 DM and more	48	36	28	22
No answer	6	6	4	7
<u>Opinion-Leadership Scale:®</u>				
Very active	22	10	18	9
Somewhat active	27	24	34	23
Remainder	51	66	48	68
<u>Socio-Economic Status:</u>				
Upper classes	15	12	6	4
Middle classes	67	55	60	47
Lower classes	18	33	34	49
<u>Occupation:</u>				
Professionals	17	8	7	4
Businessmen	9	12	5	8
White-collar workers	19	16	19	11
Skilled laborers	8	12	15	10
Semi-skilled laborers	2	7	14	9
Domestic service	3	1	2	2
Farmers	5	4	6	8
Housewives	21	30	24	34
Unemployed	1	1	-	1
Pensioners; retired	6	7	7	12
Students; pupils	6	2	1	1
Apprentices	1	-	-	*
No answer	2	-	-	*

* Less than one half of one per cent.

® Determined by political and organizational participation.

IN ALL CONTACT GROUPS YOUNGER PEOPLE MORE REPRESENTED THAN OLDER PEOPLE ...

	<u>Exchangee</u> <u>Contacts</u>		<u>Contacts with ther German</u> <u>Visitors to the U.S.</u>		<u>General</u> <u>Population</u>
			Tourists, Businessmen	Former POWs in the U.S.	
<u>Age:</u>					
Up to 24 years	14%	} 60%	9%	} 60%	10%
25 to 34 years	21		21		19
35 to 44 years	25	} 40	28	} 40	21
45 to 54 years	18		26		23
55 to 64 years	16	} 42	11	} 40	16
65 years and over	6		5		11
0	-		-		

KNOWLEDGE OF ENGLISH LANGUAGE AMONG EXCHANGEЕ CONTACTS THREE TIMES
AS HIGH AS FOUND IN GENERAL POPULATION ...

	<u>Exchangee</u> <u>Contacts</u>		<u>Contacts with Other German</u> <u>Visitors to the U.S.</u>		<u>General</u> <u>Population</u>
			Tourists, Businessmen	Former POWs in the U.S.	
<u>Do you have some knowledge</u> <u>of English?</u>					
Yes	61%		36%	25%	19%
No	39		64	75	81

EXCHANGEЕ CONTACTS ALSO TEND TO LEAN TOWARD THE CONSERVATIVE PARTIES ...

People knowing exchangees draw a larger share of sympathizers of the Christian Demooratic party and the Free Democratic party than they do of the Social Democrats. This can be explained, however, not on political grounds but rather on the fact that these two parties tend to appeal more strongly than the SPD to the better educated and upper socio-economic groups which are so strongly represented in the exchangee contaacts.

	<u>Exchangee</u> <u>Contacts</u>		<u>Contacts with Other German</u> <u>Visitors to the U.S.</u>		<u>General</u> <u>Population</u>
			Tourists, Businessmen	Former POWs in the U.S.	
<u>Party Preference:</u>					
SPD	16%	} 50%	19%	} 38%	19%
CDU/CSU	36		28		26
FDP	14	} 40%	12	} 31%	5
Other parties	6		7		6
No party	14		21	16	20
No party preference stated	14		13	14	24

EXCHANGEES DIFFERENT FROM GENERAL POPULATION IN REGARD TO
RELIGION, LAND, AND CITY SIZE ...

Compared with the general population there are more Protestants and less Catholics among the exchangee contacts.

In line with expectations the contacts are also more concentrated in the bigger cities.

As to the different Laender of the Federal Republic, the exchangee contacts seem to be somewhat underrepresented in North Rhine/Westphalia and Rhineland/Palatinate.

	Exchangee Contacts	Contacts with Other German Visitors to the U.S.		General Population
		Tourists, Businessmen	Former POWs in the U.S.	
<u>Religion:</u>				
Catholics	39%	43%	42%	47%
Protestants	56	51	53	49
Other religions	2	3	1	2
No religion	3	3	4	2
<u>Origin:</u>				
Expellees, refugees	24%	19%	16%	22%
Natives	76	81	84	78
<u>City Size:</u>				
Up to 999	10%)	13%)	18%)	20%)
1,000 to 1,999	8 } 38%	6 } 35%	12 } 45%	12 } 50%
2,000 to 9,999	20 }	16 }	15 }	18 }
10,000 to 24,999	11) 26	16) 28	11) 25	12) 22
25,000 to 99,999	15 }	12 }	14 }	10 }
100,000 to 249,999	12 } 36	7 } 37	5 } 30	10 }
250,000 and more	24 }	30 }	25 }	18 }
<u>Land:</u>				
Schleswig/Holstein, Hamburg, Bremen	12%	11%	11%	9%
Lower Saxony	17	9	6	14
North Rhine/Westphalia	22	31	36	27
Hesse	11	11	7	9
Rhineland/Palatinate	3	3	4	7
Wuerttemberg/Baden	13	18	14	15
Bavaria	22	17	22	19

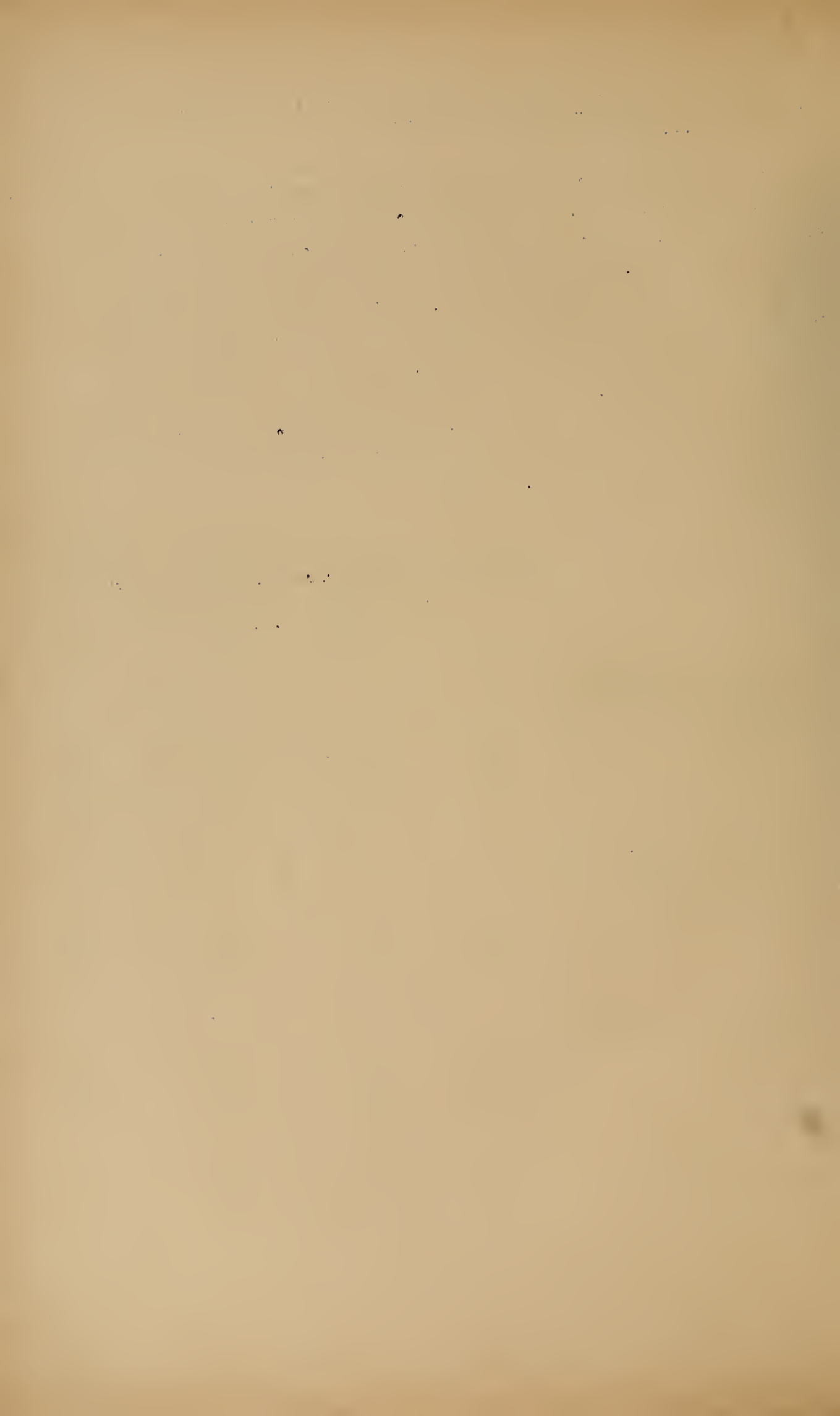
ALL CONTACT GROUPS GREATLY EXCEED GENERAL POPULATION IN REGARD TO EXPOSURE TO AMERICAN MEDIA - EXCHANGEES ARE FIRST BY A CONSIDERABLE MARGIN ...

About one of every three exchangee contacts reports reading the American press every now and then, while the ratio for the other contact categories is 1 in 5, and for the general population only 1 in every 10. Exchangee contacts, while much more inclined to read books by American authors than the other groups do, do not have as great a relative advantage (62% as against 46% and 42% for the other two groups, and 25% for the general population). As to exposure to American commercial movies, both other contact groups are almost equal to the ratio of exchangee contacts, so that 3 out of 5 report going to an American movie now and then as against only 2 out of 5 from among the general population.

	<u>Exchangee Contacts</u>	<u>Contact with Other German Visitors to the U.S.</u>		<u>General Population</u>
		<u>Tourists, Businessmen</u>	<u>Former POWs in the U.S.</u>	
	(372)	(154)	(112)	(1269)
<u>Do you read American dailies and periodicals now and then?</u>				
Yes	35%	19%	19%	10%
No	<u>65</u> 100%	<u>81</u> 100%	<u>81</u> 100%	<u>90</u> 100%

<u>Do you now and then read books by American authors, either in English or in German translation?</u>				
Yes	62%	46%	42%	25%
No	<u>38</u> 100%	<u>54</u> 100%	<u>58</u> 100%	<u>75</u> 100%

<u>Do you go to American movies now and then?</u>				
Yes	63%	59%	59%	41%
No	<u>37</u> 100%	<u>41</u> 100%	<u>41</u> 100%	<u>59</u> 100%



EXCHANGEES CONTACTS ALSO LEAD IN EXPOSURE TO U.S. PROPAGANDA MEDIA ...

Again exchangee contacts appear to have the most exposure to U.S. propaganda media, such as Amerika-Haeuser, U.S. documentary films and the "Voice of America." They lead over the general population by an average ratio of 2 to 1. The other contact categories maintain an in between position, yet their lead over the general population goes down to almost nothing as far as visiting Amerika-Haeuser is concerned. As the figures for listening to the VOA broadcasts do not seem to yield any significant differences between the separate contact categories, the reader's attention should be drawn to the fact that only 15% of the exchangee contacts say that they have never listened to the VOA at all, while the percentages for the other contact categories are 20% and 24%, and 33% for the general population.

<u>Exchangee Contacts</u>	<u>Contacts with Other German Visitors to the U.S.</u>		<u>General Population</u>
	<u>Tourists, Businessmen</u>	<u>Former POWs in the U.S.</u>	
(372)	(154)	(112)	(1269)

Have you ever seen any
American documentary
films during meetings
or lectures, for in-
stance, or at adult
education centers or
seminaries (that is,
not in connection with
a regular feature film)?

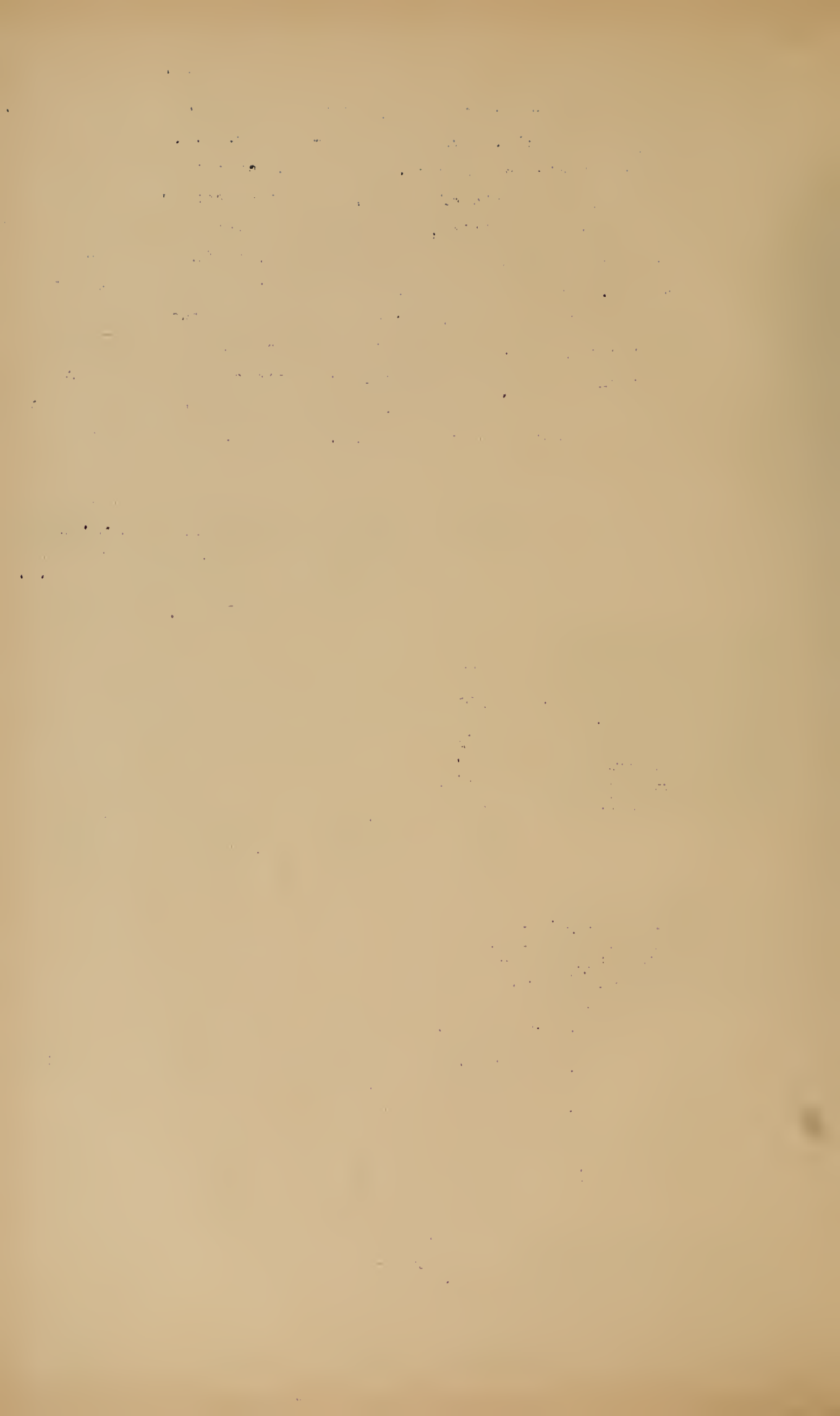
Yes	35%	19%	23%	13%
No	<u>65</u> 100%	<u>81</u> 100%	<u>77</u> 100%	<u>87</u> 100%

Have you ever heard the
program 'The Voice of
America' over the radio?
(Approximately how often
during the past year?)

Yes, 1-6 times a week	28%)	25%)	18%)	21%)
Yes, 1-3 times a month	24)	22)	24)	20)
Yes, heard it in the past/less than once a month	33	33	34	26
No, never heard it	<u>15</u> 100%	<u>20</u> 100%	<u>24</u> 100%	<u>33</u> 100%

And have you ever visited
an 'Amerika-Haus'?(Approxi-
mately how often during the
past year?)

Yes	37%	11%	12%	8%
No	<u>63</u> 100%	<u>89</u> 100%	<u>88</u> 100%	<u>92</u> 100%



EXCHANGEES TWICE AS LIKELY AS GENERAL POPULATION TO KNOW AMERICANS PERSONALLY ...

As our findings reveal, exchangee contacts exceed all other groups as to personal acquaintance with Americans. Twice as many among the exchangee contacts know Americans personally, as do so among the general population. About half in the other groups claim to have a personal acquaintance with an American since the war.

	<u>Exchangee</u> <u>Contacts</u>	<u>Contact with Other German</u> <u>Visitors to the U.S.</u>		<u>General</u> <u>Population</u>
		Tourists, Businessmen	Former POWs in the U.S.	
<u>Did you make the acquaint-</u> <u>ance of an American since</u> <u>the end of the war?</u>				
Yes	63%	50%	46%	31%
No, don't know any	<u>37</u> 100%	<u>50</u> 100%	<u>54</u> 100%	<u>69</u> 100%

What the last three tables reveal is quite consistent with our previous finding in this section, namely, that exchangee contacts mainly belong to elite elements of the population. As members of elite groups, it is in line with expectations that they would be exposed to U.S. media to a greater extent that is true for other groups, also that a greater number of them know Americans personally than do members of other groups or the general population. Therefore a note of caution should be inserted: no conclusion as to a cause and effect relationship between exposure to media and membership in one of our contact categories should be drawn. It is justified, however, to conclude that exchangee contacts have more intensive contacts with American media as well as with individuals. One might assume that, as a consequence, they will generally have a more adequate understanding of American affairs. It should therefore be of particular interest to find out how this group, as compared with the others, evaluates different areas of American life and how it ranks in general pro-American orientation. This question is dealt with in Chapter III.

Section 4: General Evaluation of Exchangees By Their Contacts

This section will be concerned with the question of what do those who had contact with exchangees think and say about their returned fellows, and how do they evaluate the influences upon the exchangees resulting from the trip to the United States.

OVERWHELMING MAJORITY CONSIDER EXCHANGEES' U.S. EXPERIENCES USEFUL TO GERMANY ...

Placed under scrutiny now are the judgments of whether exchangees' American experiences really contribute to Germany. These judgments are based upon first-hand knowledge since they are made by people who have learned something about these experiences from various media carrying information about returnees and their activities, from other people, or even directly from the exchangees themselves.

Most of the exchangee contacts in West Germany and in West Berlin, in fact more than 8 out of 10 respondents, consider the experiences gained by the exchangees as of value to Germany.

"According to everything you know about the experiences this person had during his visit to America, do you have the impression that these experiences can be useful here in Germany or not?"

	<u>Exchangee Contacts</u>	
	West Germany (372)	West Berlin (90)
Yes	83%	84%
No	8	7
Partly/partly	1	1
No opinion	8	8
	<u>100%</u>	<u>100%</u>

FAVORABLE APPRAISAL BASED ON CONCRETE EXAMPLES ...

Asked in what way these experiences would be useful here in Germany, most of the respondents (about one-third) spoke of productive and medical skills, such as contributions in industry and technology, in agriculture and in the field of medicine. The second largest group of people referred to educational and cultural achievements (more

than one-fourth). Labor and other social problems, and standard of living were mentioned by smaller groups of people, while some referred to valuable adoptions in politics and administration.

"According to everything you know about the experiences this person had during his visit to America, do you have the impression that these experiences can be useful here in Germany or not?"

IF "Yes":

"In what way can these experiences be useful here in Germany?"

	<u>Exchangee Contacts</u>	
	<u>West Germany</u>	<u>West Berlin</u>
<u>PRODUCTIVE AND MEDICAL SKILLS</u>	33%	37%
Improvements in the field of technology, business and industry	21%	28%
Utilization of American achievements in the agriculture field	8	3
Utilization of American achievements in the medical field	4	6
<u>EDUCATION AND CULTURE</u>	23	32
Use of U.S. experiences in education	15	22
Disseminating exchangees' experiences	6	4
Use of American experiences in church and in the cultural sectors	2	6
<u>LABOR AND SOCIAL PROBLEMS</u>	7	15
Use of American experiences in the the social sector: Labor and management, trade unions, working conditions, social welfare	7	15
<u>STANDARD OF LIVING</u>	7	6
Adjusting German living standard to American standards and adopting the American way of life	4	4
Utilization of American achievements in the home	3	2
<u>POLITICS AND ADMINISTRATION</u>	6	14
Use of political and administrative experiences	5	11
Use of American experiences in city and street planning and traffic regulation	1	3
<u>GENERAL PRACTICES</u>	20	17
<u>NO OPINION</u>	7 103% ^②	3 124% ^②

② Some respondents gave more than one answer.

COMMENTS IN DETAIL ...

"According to everything you know about the experiences this person had during his visit to America, do you have the impression that these experiences can be useful here in Germany or not?"

IF "Yes":

"In what way can these experiences be useful here in Germany?"

	<u>Exchangee Contacts</u>	
	<u>West</u>	<u>West</u>
	<u>Germany</u>	<u>Berlin</u>
	(33%)	(37%)
<u>PRODUCTIVE AND MEDICAL SKILLS</u>		
<u>Improvements in the field of technology, business and industry:</u>	21	28
"The working methods that are employed in American canned food factories could be introduced into Germany by those Germans who studied them. The Americans are masters in this field. I'm thinking of the preservation of milk, for instance."		
"These people are offered a chance to learn something about standardization methods that improve quantity and quality of production. Standardization and mass production still have many shortcomings in Germany."		
"To speed up manufacturing processes, American working methods could be adopted to a larger extent. I'm thinking of the more progressive methods in the field of oil refining."		
"The American experiences in the technical field, especially as regards machinery, could be very useful to us. The German economic system would profit by adopting American practices."		
"Many a thing about the German economy could be improved and many a process could be simplified by introducing American methods."		
<u>Utilization of American achievements in the agricultural field:</u>	8	3
"We should introduce American farming methods over here since they are more progressive than ours and would increase our agricultural output and sales."		
"The people who go to the States are offered a chance to get to know the latest developments in the field of agriculture. They can teach us how to run a farm more efficiently."		
"Though American experiences in the agricultural field may only partly be applied over here, since less arable land is available and farms are smaller in Germany, we should adapt what we can."		
<u>Utilization of American achievements in the medical field:</u>	4	6
"As to public hygiene and the fight against tuberculosis, American quarantine regulations are much stricter than they are here in Germany. It would be a good thing to introduce the same regulations over here."		

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	<u>Exchangee Contacts</u>	
	<u>West</u> Germany	<u>West</u> Berlin
"I'm thinking of the American experiences in the field of streptomycin production and other antibiotics. We should utilize these experiences and adjust them to German conditions thus promoting the health of our people."		
<u>EDUCATION AND CULTURE</u>	(23%)	(32%)
<u>Use of American experiences in the educational sector:</u>	15	22
"As to clubwork, only a stay in America makes it clear to you how important clubs are for the development of a sound community spirit. The American school system should also be introduced in Germany."		
"There are many useful American things that can't be adopted because conditions are too different in the two countries, but American teaching methods would serve us well."		
"The American school system is said to be freer than ours. We should change ours accordingly. Then too the German university system should be modernized along American lines since we can learn much from the Americans with regard to college curriculums and college life."		
"German boarding schools should be run along more generous lines. The spirit of comradeship, the open-mindedness and independence characteristic of Americans should be developed there."		
<u>Disseminating exchangees' experiences:</u>	6	4
"I know of a student who told the school parliament and youth clubs about her American experiences. She discussed life and culture in the States with her comrades, thus helping those who do not have a chance to travel to America to form a correct idea of the country and its people."		
"Those who have been in the States enlighten people who still think the Americans an exotic nation."		
"They should tell interested groups how the Americans live, work and are governed and what their culture is."		
<u>Use of American experiences in church and in the cultural sectors:</u>	2	6
"The members of religious groups in America maintain closer and more personal contacts between each other than do the Christians over here. We also should introduce privately supported religious institutions in order to establish closer contacts in the congregations."		
"The cultural institutions in the States are exemplary. We can learn a lot from the Americans in this respect."		
"Those who have been in America can contribute towards improving mutual cultural relations. As to musicals, the Americans are more experienced, we should take an example from them."		

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	<u>Exchangees Contacts</u>	
	<u>West</u>	<u>West</u>
	<u>Germany</u>	<u>Berlin</u>
	(7%)	(15%)
<u>LABOR AND SOCIAL PROBLEMS</u>		
<u>Use of American experiences in the social sector - labor and management, trade unions, working conditions, social welfare:</u>	7	15
"Trade union members who spent some time in the States are now in a position to use the vast experiences of the Americans in this field. This will possibly lead to better cooperation between employer and employees."		
"We should take an example from the American workers and employees who jointly fought a successful fight for higher wages which resulted in a standard of living that is considerably higher than ours."		
"In the States, management works together with the unions, thus industry is provided with qualified personnel. Also with regard to wage policy, the German employers could take an example from their American counterparts."		
"Social services in German plants could be brought up to the American standard. There are so many things that could be introduced in Germany. Unfortunately, I can't give you any details right now."		
"They've studied American welfare systems on the spot. What I've heard about it is of great value to me now."		
<u>STANDARD OF LIVING</u>	(7%)	(6%)
<u>Adjusting German living standard to American standards and adopting the American way of life:</u>	4	4
"We could adopt the American organization of food supply."		
"There are several things we could adopt from the Americans, their way of life, for instance. Also American homes are better furnished."		
<u>Utilization of American achievements in the home:</u>	3	2
"Work could be made easier for German housewives by introducing electric, time-saving gadgets of American origin. More propaganda should be made for such things."		
"The American technical innovations would ease the burden of German housewives. Those gadgets are simply wonderful, and not too expensive."		
"We might adopt the American all-electric kitchens and ease the housewives of their heavy burden."		
<u>POLITICS AND ADMINISTRATION</u>	(6%)	(14%)
<u>Use of political and administrative experiences:</u>	5	11
"We can learn from the Americans how to apply democratic principles in government and administration."		
"We could make use of the most valuable experiences the Americans have had as regards democratic rules. We should apply these rules to many more things than we do now,"		

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<u>Exchangees Contacts</u>	
West	West
Germany	Berlin

"We should adopt the American system of self-government. For example, officials of the Berlin Administration could make use of the experiences they had in the States in their work."

"People who visited the States certainly found out that the administrative machinery can be run with less red tape than is customary in Germany where you have to fill out heaps of forms if you want something."

Use of American experiences in city and street planning and traffic regulations:

1%

3%

"An official of the administration of Hamburg who had been in the States to study American town planning and the different construction methods, made his experiences accessible to the public through lectures he gave when back in Germany."

"I learned a lot about the traffic system, especially about traffic regulations through a returned exchangee."

"We could adopt the modern American construction methods in the field of architecture. We could learn from the Americans how to cope with heavy traffic."

GENERAL PRACTICES

(20%

(17%)

Practical application of experiences (general answers):

20

17

"The experiences people had in the States should be sorted out and adapted to German conditions and made accessible to the public. People who have been in the States are competent to decide whether American or German methods are better."

"Most of the American achievements should be adopted by the Germans for the benefit of the public."

"The reports of the visitors should be thoroughly studied and evaluated. People who went to the States can make use here in Germany of what they learned over there."

NO OPINION

(7%)
103%[@]

(3%)
124%[@]

@ Some respondents gave more than one answer.

ONLY ONE OUT OF EVERY FIFTY EXCHANGEES FEELS RETURNEE HAS BEEN UNFAVORABLY INFLUENCED BY HIS TRIP ...

People who had personal contact with returnees were, quite naturally, in the best position to give their evaluation of the information and influences which the exchangees received as a result of their trip to the U.S.. (Particularly since most of them had known the exchangee before he went to the States).

The majority of them feel that exchangees have been favorably influenced by their trip to America and 16% think it had no influence whatsoever.

A slight increase in the percentage attributing a favorable influence can be noticed since the 1952 study.

"Have you somehow the impression that this visitor (exchangee) to America has been influenced by his trip? -- Was this influence for the good or for the bad?" (Asked only of those having personal contact with an exchangee)

	<u>Exchangee Contacts</u>		
	<u>West Germany</u>		<u>West Berlin</u>
	Jan 1952	April 1955	April 1955
Yes, influenced for the good	50%	59%	57%
Yes, influenced for the bad	-	2	-
Yes, but don't know direction he was influenced	13	7	12
No, not influenced	25	21	26
No opinion	<u>12</u>	<u>11</u>	<u>5</u>
	100%	100%	100%

FAVORABLE INFLUENCES ON CHARACTER DEVELOPMENT PREDOMINATE ...

When asked what kind of favorable influences resulted from the trip and were noticed about the returned exchangees, most respondents associated the influences with favorable developments in character and personality (23% in West Germany and 15% in West Berlin). A favorable change in pro-American orientation was referred to by another 17% (11% in West Berlin) and favorable influences on professional skills including general gain in knowledge occupy third place.

"Have you somehow the impression that this visitor (exchangee) to America has been influenced by his trip? - - Was this influence for the good or for the bad?)"

IF "Yes, influenced for the good":
"What did you notice about him?"

	<u>Exchangee Contacts</u>	
	<u>West Germany</u>	<u>West Berlin</u>
<u>FAVORABLE INFLUENCES ON CHARACTER DEVELOPMENT</u>	30%	24%
He has become more open-minded and more sure of himself	20	16
He has been inspired with optimism	5	3
He came to know freedom and tolerance	5	5
<u>FAVORABLE INFLUENCES ON ATTITUDE TOWARDS THE U.S.</u>	22%	18%
He was generally very enthusiastic about the U.S.	13	14
His understanding and receptivity of the U.S. and its problems has grown	6	2
He wants to go back to America**	3	2
<u>FAVORABLE INFLUENCES ON PROFESSIONAL SKILLS</u>	18%	22%
He has generally gained in experience and brought new ideas from the States	11	9
He has gained experiences in the economic, industrial and technical field	4	8
He has gained experiences in the field of education	1	5
He has gained experiences in the agricultural field	1	-
He improved his knowledge of English	1	-
<u>NO OPINION</u>	<u>3%</u> <u>73%[@]</u>	<u>2%</u> <u>66%[@]</u>

** Some of the given examples are of course more desirable, some less desirable from the American point of view, nevertheless, all of the quoted comments are judged as favorable influences resulting from an exchange trip to the States.

@ Some respondents gave more than one answer.

COMMENTS IN DETAIL ...

"Have you somehow the impression that this visitor (exchangee) to America has been influenced by his trip? -- Was this influence for the good or for the bad?"

IF "Yes, influenced for the good":
"What did you notice about him?"

	<u>Exchangee Contacts</u>	
	<u>West</u>	<u>West</u>
	<u>Germany</u>	<u>Berlin</u>
<u>FAVORABLE INFLUENCES ON CHARACTER DEVELOPMENT</u>	30%	24%
<u>He has become more open-minded and more sure of himself:</u>	20	16
<p>"It's quite obvious that he has lost his former shyness. He has become more independent and more broad-minded in his outlook on life."</p> <p>"They were more receptive to new ideas and much more sure of themselves in their convictions and actions."</p> <p>"A certain adaptability to the requirements of practical life. Formerly German high school professors devoted themselves entirely to science, today they show a more practical attitude towards life. They've become more cosmopolitan."</p> <p>"This trip has strengthened his self-confidence. It has broadened his horizon."</p> <p>"They were still deeply impressed and came back with an open-mindedness they didn't have before."</p> <p>"Somehow you felt they had shed their inhibitions. They made it clear by their personal attitude that one shouldn't stand in awe of one's superiors but should be sure of oneself."</p> <p>"He is more composed and more sure of himself now, he is no longer so reserved and taciturn."</p>		
<u>He has been inspired with optimism:</u>	5	3
<p>"They have become more optimistic. They are convinced that they can make excellent use of the knowledge they have gained in America in their special field and so improve their chances to get on in life."</p> <p>"For instance, the rush and bustle in American cities is just as bad as it is here, only it isn't such a strain on people's nerves as so many technical innovations make life easier. Students were very glad to become acquainted with American life and its tangible advantages."</p> <p>"A more positive attitude towards life."</p>		
<u>He came to know freedom and tolerance in America:</u>	5	5
<p>"They are very proud of the knowledge they've gained in the U.S. They strive for tolerance, something that doesn't agree so well with us Germans, as you know."</p> <p>"Tolerance in their outlook on life, that's what I noticed mainly."</p> <p>"That life is so free over there and now freedom means something to them."</p>		

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	<u>Exchangee Contacts</u>	
	<u>West</u>	<u>West</u>
	<u>Germany</u>	<u>Berlin</u>
<u>FAVORABLE INFLUENCES ON ATTITUDE TOWARDS THE U.S.</u>	22%	18%
<u>He was generally very enthusiastic about the U.S.:</u>	13	14
"He was so enthusiastic about the country and about life in America."		
"The person in question was a girl student and she was enthusiastic about what she had seen. She spoke very convincingly and said she hadn't been sent to tell only about the good sides, but that she really was full of praise."		
"He spoke always favorably about America because he liked it over there."		
"He judged conditions in America so favorably and showed deep respect for America."		
<u>His understanding of America and his receptivity towards the U.S. and its problems have grown:</u>	6	2
"He was much impressed by the friendly reception he had received. Later on he showed more interest in America and its problems."		
"He now feels great respect for the U.S. and has come to see that not only the Germans but other people as well have worked hard."		
"That he is much more open-minded and receptive towards problems concerning America."		
"He showed great understanding for the positive traits of character of both nations when comparing the American to the German outlook on life."		
<u>He wants to go back to America (or has gone back already):</u>	3	2
"He is very enthusiastic about America and wants to go back at all events."		
"He likes it so much that he wants to marry here and then emigrate to the U.S. "		
"He longs to see his new friends in America again."		
"His impressions had been so favorable that he returned to the U.S."		
<u>FAVORABLE INFLUENCES ON PROFESSIONAL SKILLS</u>	18%	22%
<u>He has generally gained in experience and brought new ideas from the States:</u>	11	9
"He has learned a lot and brought new ideas from over there."		
"He had gathered valuable experiences which could be applied to conditions over here."		
"They were enthusiastic about conditions over there and would be only too glad if they could remodel everything here."		
"He kept his eyes open over there so that now he can pass a fair judgment about conditions in the U.S. He learned from the good as well as from the bad sides. The details about America which he gave me and what I gleaned from them is so far-reaching that I don't know where to start."		

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	Exchangee Contacts	
	West Germany	West Berlin
<u>He has gained experiences in the economic, industrial and technical field:</u>	4%	3%
"He accumulated experiences in the technical and commercial fields."		
"He is much more prepared to employ streamlining methods as his opinion about them is backed up by his experiences in the U.S."		
"He spoke appreciatively about the good work which is done in industrial outfits over there."		
"He is willing to discard time-honored methods. He tries to modernize everything, for instance, the machinery and equipment in commercial and industrial firms."		
<u>He has gained experiences in the field of education:</u>	1	5
"He was enthusiastic about the pedagogical methods used in the field of sports. I have the impression that he wants to put his experiences into practice here."		
"He endeavors to adapt these new ideas to the Berlin school system and to put them into practice."		
"I believe that he was enthusiastic about the school and education system. His judgment has become clearer and he has attempted to put many of the things he has seen in the U.S. with regard to youth work into practice over here. It's a youth leader I'm speaking of."		
<u>He has gained experiences in the agricultural field:</u>	1	-
"He could give much information and good advice to farmers over here."		
"He was very enthusiastic about farming and agriculture in America."		
"He is now better informed about all things that matter and has already introduced many new and better machines here on the farm."		
<u>He improved his knowledge of English:</u>	1	-
"A good knowledge of English."		
"Much more English is spoken now in his family."		
<u>NO OPINION</u>	<u>3%</u> 73%	<u>2%</u> 66%

@ Some respondents gave more than one answer.

CONCRETE EXAMPLES OF UNFAVORABLE INFLUENCES FROM THE TRIP ARE RARE ...

A distinct pattern of judgment becomes apparent concerning the bad influences resulting from their trip to the U.S.: First - and most frequently - the bad influence is identified with deviance from standard German behavior patterns, and secondly with the unadaptability of American methods and ideas,

"Have you somehow the impression that this visitor (exchange) to America has been influenced by his trip? - - Was this influence for the good or for the bad?"

IF "Yes, influenced for the bad":
"What did you notice about him?"

Exchangee Contacts	
West	West
Germany	Berlin
2%	-%

"The man I'm thinking of came from a farm. Having been in the States he lost all interest in agricultural work. He now tours the country as a salesman because such a life seems more comfortable to him."

"He doesn't appreciate the simple German family life any longer."

"In the States he learned how to make money, but when he returned to Germany his zeal for learning had melted, and he had become very careless in spending money."

"On the one hand he became a smart businessman, but on the other hand he got very superficial."

"He has adopted the manners and habits of the Americans which don't suit us Germans. This visit to the States certainly left its marks on him."

"I know one who tried to employ American methods in Germany. He soon became bankrupt because he had neither the necessary funds nor the machinery at his disposal."

"A colleague of mine who was greatly impressed by the American school system failed almost entirely when he tried to introduce this system over here. He also praised American economic methods and industrial combines that are unsuitable for German conditions."

Section 5: The Impact of Contact

The objective of the Exchange of Persons Program as specified in the basic enabling act, Public Law 402, is "to promote a better understanding of the United States in other countries, and to increase mutual understanding between the people of the United States and the people of other countries."

In 1953 and 1954 the Research Staff conducted two major studies among more than 2,000 returned exchangeees, focusing particularly on effectiveness as measured by the dissemination of favorable impressions received from the American scene - with or without favorable attitude changes on the part of the exchangees themselves.

Another important criterion of the impact of the program is what attitude changes were brought about by the returnees' dissemination of their American impressions and experiences. To investigate this question was one of the major purposes of the present study. With the methods employed for this survey, however, this could be done only in a limited way, since (1) no sociometric techniques were used to place the individual exchangee in a complex of relationships with other people spatially, psychologically and through time and (2) no depth interviews with indirect approaches and projective techniques were used.

The present method focused on the people being directly or indirectly exposed to the returnees' dissemination, namely, the exchangee contacts, and asked them to evaluate any effects upon themselves which the exchangees' experiences had brought about.

The inquiries of this section demand from the respondents who know of the exchangees' experiences increased perception and recall ability. This and two other factors (awareness of such changes and of the initiating source, i.e. the exchangees) limit the number of Germans who say they have noted a change in their thinking attributable to exchangees. - These factors are further affected by readiness to admit these changes even when aware of them. Therefore, any possible inflation of the affirmative and favorable replies is ruled out and, on the contrary, the likelihood exists that the favorable effect is, in reality, slightly higher.

MAJORITY OF EXCHANGEES TODAY REALIZE THEY WERE INFLUENCED BY EXCHANGEES' EXPERIENCES ...

Asked whether their attitudes towards the United States have been influenced in any way through what they heard or read about the American experiences and impressions of returnees', a clear majority of the exchangees (57%) replied in the affirmative. In West Berlin, however, the picture is exactly reversed.

Almost all of those who admitted they had been influenced - about half of the total group (51%) and 42% in West Berlin - reported themselves as being favorably influenced by exchangees' experiences while only one in a hundred (none in West Berlin) voiced unfavorable influences.

A considerable increase in the percentage ascribing favorable influence can be noticed since 1952.

"And has your attitude towards the United States been influenced in any way through what you have heard or read about exchangees' American experiences? (Influenced favorably or unfavorably?)

	<u>Exchangees' Contacts</u>		
	<u>West Germany</u>		<u>West Berlin</u>
	Jan 1952 (98)	April 1955 (372)	April 1955 (90)
Yes, influenced favorably	30%	51%	42%
Yes, influenced unfavorably	*	1	-
Yes, but don't know whether for the good or for the bad	-	5	-
No, not influenced	67	41	57
No opinion	<u>3</u>	<u>2</u>	<u>1</u>
	100%	100%	100%

* Less than one half of one per cent.

PERSONAL CONTACT RESULTS IN GREATER FAVORABLE INFLUENCE ...

As a further step in analysis of this question a crossbreak was made against kind of contact with an exchangee. The result is in line with expectations, namely, personal contact increases the influence - not only the amount but the direction (in this case favorable). In other words, favorable influence is more (54%) through personal contact but is less (44%) through other kind of contact with the exchangee.

"And has your attitude towards the United States been influenced in any way through what you have heard or read about exchangees' American experience? (Influenced favorably or unfavorably?)

	<u>West Germany</u>	
	<u>Personal Contact With Exchangee</u>	<u>Other Contact With Exchangee</u>
Yes, influenced favorably	54%	44%
Yes, influenced unfavorably	*	2
Yes, but don't know whether for the good or for the bad	6	1
No, not influenced	38	50
No opinion	<u>2</u>	<u>3</u>
	100%	100%

* Less than one half of one per cent

ALMOST THREE OUT OF FIVE RECEIVED NEW IDEAS THROUGH CONTACT ...

Only a minority (39%) of the exchange contacts reported that "new ideas" have not come to them as a result of learning about certain German returnees' experiences in America, as against a majority (52%) giving the same answer in 1952.

Today a clear majority (55%) of the exchange contacts in West Germany and in West Berlin freely admit that they received new ideas attributable to exchangees. For West Germany they represent 5% of all West Germans. That is, today about 1,760,000 (or between 1,300,000 and 2,200,000) people attribute something new in their thinking to what they have learned directly or indirectly from exchangees returned from America, as against 3.7% of the population or between 880,000 and 1,600,000 people in 1952.

"Have you personally received any new ideas through what you have heard or read of the experiences of this person in America?"

	<u>Exchangee Contacts</u>		
	<u>West Germany</u>		<u>West Berlin</u>
	Jan 1952	April 1955	April 1955
Yes	45%	55%	55%
No	52	39	42
No opinion	<u>3</u>	<u>6</u>	<u>3</u>
	100%	100%	100%

NEW CONCEPTS ARE OVERWHELMINGLY FAVORABLE FROM THE AMERICAN POINT OF VIEW ...

The content of their new ideas is of considerable interest. As one reads through the comments, it is evident that exchangees leave a huge positive imprint.

Among the areas of American life, way of life, outlook on life and education, as well as technological matters in economics and agriculture are predominant among the cited examples for the changed thinking attributable to an exchangee.

"Have you personally received any new ideas through what you have heard or read of the experiences of this person in America?"

IF "Yes":
"In what respect have you received new ideas?"

	<u>Exchangee Contacts</u>	
	<u>West Germany</u>	<u>West Berlin</u>
<u>In respect to:</u>		
Way of life and education	22%	18%
Technology, economy, and agriculture	19	25
Social conditions and problems	6	13
Living conditions	5	6
General conditions	12	7
No opinion	3	3
	<u>67%[@]</u>	<u>70%[@]</u>

COMMENTS IN DETAIL ...

"Have you personally received any new ideas through what you have heard or read of the experiences of this person in America?"

IF "Yes":
"In what respect have you received new ideas?"

	<u>Exchangee Contacts</u>	
	<u>West Germany</u>	<u>West Berlin</u>
<u>WAY OF LIFE AND EDUCATION</u>	(22%)	(18%)

In respect to the American outlook on life and way of life:

12 7

- "I received a clearer idea of how the average American lives, and what activities he's engaged in. In short, I now have a notion of American everyday life."
- "Contrary to the general belief, there are many people in the U.S. who are not superficial."
- "People are friendlier towards each other and they are more cheerful and the hospitality they offer is more generous and human relations are more cordial over there."
- "The American way of life is more practical and clean-cut than ours."

(Cont'd on next page)

[@] Some respondents gave more than one answer.

(Cont'd from preceding page)

<u>In respect to the school and educational system:</u>	10%	11%
<p>"I came to feel that it would be a good thing to adopt quite a few of their practices over here. In the U.S., for instance, school covers a larger part of the day; the children stay on after classes to do homework and also to engage in recreational activities. That's a great help to mothers who hold down full-time jobs."</p> <p>"I received new ideas in the field of youth education, It's more liberal in the U.S. Young people are brought up to be friendly and polite. From what an exchangee told me I came to realize that you can train a child without ever resorting to spanking, and I heard that this method is generally employed in the U.S."</p> <p>"Yes, I received new ideas, especially in the field of education, I think it's a very good thing that a child is brought up within the closely-knit community of his family, and I appreciate their method of free personality development."</p> <p>"I learned that teachers and students are on a more companionable footing than they are over here. I feel that this is commendable and that therefore attempts should be made to bring about such a relationship over here also."</p>		
<u>TECHNOLOGY, ECONOMY, AND AGRICULTURE</u>	(19%)	(23%)
<u>In respect to technical and economic developments:</u>	14	21
<p>"I heard that in the U.S. they have a technique of spraying tarred roofs so that they will be weather-proof for years, while in our country they have to be painted every year, so the idea occurred to me that such a technique might well be introduced over here."</p> <p>"I received new ideas in the field of architecture. It was the Americans who first designed flat roofs. We adopted them over here later on."</p> <p>"I learned about technical progress - a newly-built bridge was described to me, for instance."</p> <p>"I came to realize what opportunities are offered to man in the field of technology if it's put to use more extensively than is done over here."</p>		
<u>In respect to working methods in the field of agriculture:</u>	5	2
<p>"I heard of new methods in agriculture and tried them, thus I could increase productivity and pay higher wages. Of course, we cannot catch up with the Americans as they use 7 h.p. engines in agricultural machines, according to what an exchangee told me, while we only have 2 h.p. engines."</p> <p>"Above all, I came to realize that we can learn a lot from the Americans in the field of agriculture. For instance, soil preservation is quite a new branch of agriculture. It should also be started over here."</p> <p>"I learned of large-scale experiments conducted in the field of agriculture in the U.S. And I learned some vital facts about stock-raising and soil cultivation."</p>		

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(Cont'd from preceding page)

	<u>Exchangee Contacts</u>	
	<u>West</u> Germany	<u>West</u> Berlin
<u>SOCIAL CONDITIONS AND PROBLEMS</u>	(6%)	(13%)
<u>In respect to employer-employee relations, working conditions and the role of trade unions:</u>	4	10
"I found out that cooperation is smoother in American plants. People don't fight each other. They all are on a first name basis."		
"I learned some facts about the activities of trade unions in the U.S. They are more efficient than ours. Over there employers and employees are on much friendlier terms than they are in our country."		
"I learned that over there the boss and his workers are on a very friendly footing."		
<u>In respect to racial and social problems:</u>	2	3
"I learned some facts about the social position of Negroes and see it now in a different light than before."		
"I came to understand that Americans are against the welfare state - they are much better off as they are now."		
<u>LIVING CONDITIONS</u>	(5%)	(6%)
<u>In respect to the standard of living and chances for advancement:</u>	3	4
"In the past I always wanted to send my daughter to a secondary school although I only get a small pension, for I wanted her to rise in the world. Now I realize that even a simple person can get ahead in life if he is decent and has been trained for his occupation. Schooling alone will not serve this purpose."		
"The standard of living is much higher and the chances for advancement are enormous."		
<u>In respect to home economics:</u>	2	2
"I received new ideas for running my household efficiently. I arranged my kitchen more practically, rearranging the furniture and sending for some household appliances from the U.S., such as multi-purpose machines with which, among other things, potato-peeling can be done."		
"An exchangee who had inspected a number of American homes told me that everything is laid out and equipped in the most practical manner."		
"I received some new ideas about running a household according to the American pattern, that is to say, using machines, such as refrigerators, washing machines and simplified methods in cooking."		

(Cont'd on next page)

(Cont'd from preceding page)

Exchangee Contacts	
West	West
Germany	Berlin
(12%)	(7%)

GENERAL CONDITIONS

In respect to progress made in the U.S. and possibilities to learn from the Americans:

4	2
---	---

"I've become convinced that we can learn from the Americans in every respect."

"I came to realize that it would be nice if we'd get as far in Germany as the Americans have gotten - one can draw comparisons, for what I learned proved beneficial for my work."

Understanding of the U.S. has grown:

4%	2%
----	----

"Well, it's difficult to nail down, I feel that through the lectures I attended held by people who had visited the U.S., my horizon has been broadened and I have come to understand the Americans."

"I talked to persons who had traveled in the U.S. and many things which I hadn't understood before or of which I had had only a vague idea were explained to me. With the things you have learned you can draw comparisons to life in your own country."

"I received ideas as to how to promote friendship between the nations and I think it's a wonderful thing that visitors to the U.S. receive detailed information on everything they are interested in, most nations hesitate to let foreigners get an insight into their affairs."

"I came to feel that the Americans deserve to be thought highly of, for they do a lot for Germany, after all. That goes to prove that they are kind people, although people sometimes claim the contrary is true."

In respect to a possible emigration or visit to the United States:

1	-
---	---

"The desire to emigrate was awakened in me."

"The idea occurred to me that it would be nice to visit the U.S. myself so that I could study the social conditions over there."

Other answers:

3	3
---	---

"It was interesting to learn something from an authoritative source, and to have one's opinions partly confirmed and partly refuted. I altered my opinion on the low level of cultural life in America, for instance, what I heard about American culture is better than expected, that goes especially for American literature."

"I received new ideas in regard to communal self-government."

NO OPINION/NO ANSWER

$\frac{3}{67\%}$ @	$\frac{3}{70\%}$ @
--------------------	--------------------

@ Some respondents gave more than one answer.

OVER ONE QUARTER ATTRIBUTE ALTERED CONCEPTIONS OF THE UNITED STATES
TO CONTACT WITH EXCHANGEES ...

When respondents who had talked face-to-face with returnees were asked whether they have corrected some conceptions they had of America through a conversation with an exchangee, 30% of them replied affirmatively in West Germany and 25% in West Berlin.

"Through a conversation with an exchangee have you corrected some conception you had of America?"
(Only asked of those having personal contact with exchangees.)

	<u>Exchangee Contacts</u>			
	<u>West Germany</u>		<u>West Berlin</u>	
	(372)		(90)	
Yes	23%	30%	16%	25%
No	49	62	47	72
No opinion	5	8	1	3
	77% = 100%		64% = 100%	

OPINION-LEADING ELEMENTS OF EXCHANGE CONTACTS MORE RECEPTIVE TO NEW
CONCEPTIONS OF AMERICA ...

Group comparisons among the exchange contacts reveal that not only does a greater personal contact exist among the men, the better educated, higher income groups, upper status people and among the prestige-occupations, but also a greater proportion of respondents reporting corrected conceptions can be found among these opinion-leading segments than was registered among the other groups.

"Through a conversation with an exchangee have you corrected some conception you had of America?
(Which conceptions?) (Could you give me an example?)"

	<u>West Germany</u>				
	<u>Personal Contact</u>			<u>Not asked, since no <u>per- sonal</u> contact</u>	<u>No. of cases</u>
	<u>Yes</u>	<u>No</u>	<u>No opinion</u>		
<u>Exchangee Contacts</u>	23%	49%	5%	23%...100%	372
<u>Sex:</u>					
Men	23	50	5	22	199
Women	22	46	6	26	173
<u>Education:</u>					
Elementary school	16	43	7	34	151
Beyond elementary	27	52	5	16	221
<u>Income:</u>					
Up to 149 DM	22	48	4	26	23
150 to 229 DM	17	50	6	27	52
300 to 399 DM	11	43	11	35	54
400 to 499 DM	32	27	5	36	41
500 DM and more	35	42	4	19	178
No answer	12	63	17	8	24

(Cont'd on next page)

(Cont'd from preceding page)	<u>Personal Contact</u>			<u>Not asked, since no per- sonal contact</u>	<u>No. of cases</u>
	<u>Yes</u>	<u>No</u>	<u>No opinion</u>		
<u>Opinion-Leadership Scale:@</u>					
Very active	37%	41%	4%	18%...100%	81
Somewhat active	32	41	7	20	101
Remainder	22	49	6	23	190
<u>Socio-Economic Status:</u>					
Upper classes	34	44	4	18	56
Middle classes	24	49	7	20	251
Lower classes	12	40	6	42	65
<u>Age:</u>					
18 to 24 years	15	57	6	22	54
25 to 34 years	14	56	6	24	78
35 to 44 years	31	41	4	24	93
45 to 54 years	26	46	5	23	65
55 years and over	19	46	10	25	82
<u>Party Preference:</u>					
SPD	14	50	5	31	58
CDU/CSU	26	40	9	25	134
FDP	32	49	8	11	53
Other parties	27	59	-	14	22
No party	21	58	2	19	53
No party preference stated	8	51	8	33	52
<u>Occupation:</u>					
Professionals	33	48	6	13	63
Businessmen	31	47	3	19	32
White-collar workers	20	54	7	19	70
Skilled laborers	17	43	10	30	30
Farmers, farmhands	15	40	5	40	20
Housewives	22	48	7	23	77
Pensioners; retired	17	33	17	33	24
Students; pupils; appren- tices	14	59	3	24	37
<u>Religion:</u>					
Catholics	17	48	5	30	145
Protestants	24	50	7	19	207
Other/No religion	40	35	-	25	20
<u>Origin:</u>					
Natives	20	49	4	27	280
Expellees, refugees	28	48	11	13	92
<u>City Size:</u>					
Up to 1,999	17	44	5	34	64
2,000 to 24,999	18	51	8	23	115
25,000 to 99,999	27	48	7	18	56
100,000 and more	31	47	6	16	137
<u>Land:</u>					
Schleswig/Holstein, Hamburg, Bremen	27	56	4	13	45
Lower Saxony	29	43	10	18	62
North Rhine/Westphalia	17	52	10	21	82
Hesse	30	37	7	26	43
Rhineland/Palatinate	36	55	-	9	11
Wuerttemberg/Baden	13	46	6	35	48
Bavaria	17	50	2	31	81

© Determined by political and organizational participation.

CHANGE OF CONCEPTIONS MAINLY FAVORABLE ...

The given examples of changed conceptions are rather interesting and largely favorable from the American point of view.

Any studying of the "correctness" of conception has been intentionally avoided and the analysis of favorably or unfavorably corrected conceptions is based entirely on the subjective judgments of the respondents.

"Which conception of America have you corrected through a conversation with an exchangee? (Could you give me an example?)"

	<u>Exchangee Contacts</u>	
	<u>West Germany</u> (372)	<u>West Berlin</u> (90)
Unfavorable conceptions which have been changed to favorable ones	11%	7%
Favorable conceptions which have been changed to unfavorable ones	3	3
Conceptions of a neutral nature which were changed, but remained neutral	9	5
No opinion/No answer	<u>3</u> 26%	<u>2</u> 17%

COMMENTS IN DETAIL ...

"Which conception of America have you corrected through a conversation with an exchangee? (Could you give me an example?)"

	<u>Exchangee Contacts</u>	
	<u>West Germany</u>	<u>West Berlin</u>
<u>Conceptions about Traits of Character, Outlook on Life and Way of Life</u>	(7%)	(1%)
<u>Unfavorable conceptions which have been changed to favorable ones:</u>	5	1
"I came to understand that the people over there are more generous and more ready to help each other than I had believed."		
"I found out that the Americans aren't small-minded, but quite the contrary, they are generous and I was surprised to hear that the Americans show so much compassion towards their fellow creatures."		
"Notions I had in regard to the morals of the people were changed. I found that all this talk about scandals involving the smart set is exaggerated."		
"I hadn't believed that the Americans are deeply and sincerely devout people."		
<u>Favorable conceptions which have been changed to unfavorable ones:</u>	-	-

(Cont'd on next page)

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<u>Conceptions of a neutral nature which were changed, but remained neutral:</u>	2%	-%
--	----	----

- "I found out that it's not true that the Americans live on tinned foods only and paint the walls and floors in their homes every month."
- "I heard that the Americans don't live out of tins only as I had assumed."
- "I changed my notion about religious life in the U.S."

<u>Conceptions</u>		
<u>About the School and Educational System</u>	(4%)	(2%)

<u>Unfavorable conceptions which have been changed to favorable ones:</u>	2	1
---	---	---

- "I now have a more favorable opinion of the American school and educational system."
- "My ideas on the American school system have been changed. The knowledge imparted isn't so superficial as I had believed."
- "I learned that American educators take great pains to equip the children with a solid stock of knowledge, to train them in all fields and to promote the gifted ones among them."
- "I didn't think that the educational system was so markedly individual in character."
- "I had believed children who were granted so much freedom would be unruly, but I heard that they are quite well-behaved and orderly."
- "I had believed the kids grew up rather wild, but I found out that this isn't true."

<u>Favorable conceptions which have been changed to unfavorable ones:</u>	1	-
---	---	---

- "I had believed the Americans to be on the beam as far as the school system is concerned, but actually it leaves much to be desired."
- "Teachers are underpaid if you compare their salaries to the wages of skilled workers. I thought this wouldn't be necessary in the United States."

<u>Conceptions of a neutral nature which were changed, but remained neutral:</u>	1	1
--	---	---

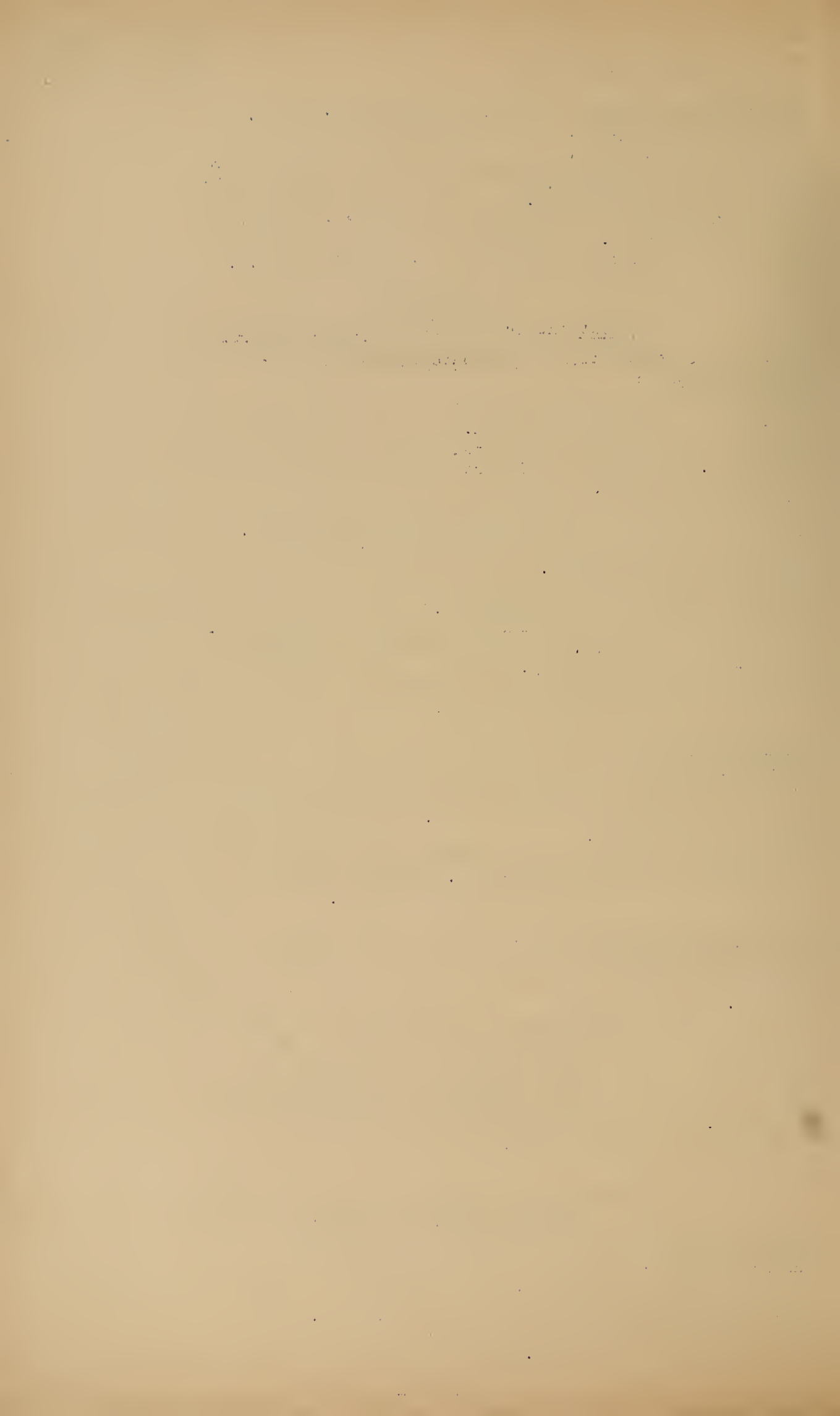
- "School regulations aren't so strict over there, it seems."
- "I wouldn't have believed that on reaching the age of sixteen children are free to decide about their religion, but it seems this is so for I was told about a case where a girl of sixteen had joined the Protestant Church without her parents knowing it. When they learned of this, they approved of their daughter's step although they were Catholics."

<u>Conceptions about Money-Making Opportunities and the Standard of Living</u>	(3%)	(3%)
--	-------	-------

<u>Unfavorable conceptions which have been changed to favorable ones:</u>	1	1
---	---	---

- "Over here people just don't have an idea of how good an income the common people in the U.S. have."
- "I had not believed that things are so much easier and freer than they are here."

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Favorable conceptions which have been changed to unfavorable ones:

1% -%

"I found out that if you come down to it the so-called 'boundless opportunities' are limited, after all."

"I always had believed that America was the land of plenty, but it seems I have been mistaken. The struggle for existence seems to be pretty rough over there."

Conceptions of a neutral nature which were changed, but remained neutral:

1 2

"I was given correct information on income distribution."

"I had believed that when looking for a job in the U.S. you'd just have to tell your future employer 'I'm a baker, or an engineer, a technician, a photographer,' or whatever it may be, and then you'd be accepted right away. I was told, however, that one certainly does need certificates, diplomas, etc., to find a suitable job."

"I had had the idea that it was easy to make money in the States. Now I realize that chances for making money are just as good over here in Germany."

Conceptions about Family Life

(3%) (1%)

Unfavorable conceptions which have been changed to favorable ones:

1 -

"My notions of American family life have been changed. I know now that it's more harmonious than I had thought."

"I had believed that there existed no deep attachment between the members of a family, but I found out that I was wrong."

"I know now that domestic life in the U.S. is more congenial than I had believed."

Favorable conceptions which have been changed to unfavorable ones:

1 1

"I hadn't believed that family life is so discordant."

"I had thought that American women were well-groomed even early in the morning, but I was told that they run about wearing pin curls till noon-time."

Conceptions of a neutral nature which were changed, but remained neutral:

1 -

"My ideas on the life of the average American women were changed."

"I now have different notions on family life and divorce."

Conceptions about Economic and Technical Developments (2%)

(4%)

Unfavorable conceptions which have been changed to favorable ones:

1 3

"Formerly I thought that America wasn't so highly developed as you always read in the papers."

"Everything is done on a grander and more generous scale than I had expected, that goes especially for agricultural methods."

"Now I know they are tremendously progressive. I learned about the progress made in the streamlining of plants, Of course, I knew about it, but I was not informed about all the details."

(Cont'd on next page)

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Favorable conceptions which have been changed to unfavorable ones:

*%

-%

"I had believed that the standard of technology was the highest possible in all branches. Now I know that they also have underdeveloped sectors."

Conceptions of a neutral nature which were changed, but remained neutral:

1

1

"I got quite a different impression now, particularly in regard to agriculture."

"Notions about things in the agricultural and technical fields, and traffic problems have changed."

Conceptions about Political, Social and Racial Problems (2%)

(3%)

Unfavorable conceptions which have been changed to favorable ones:

1

1

"I found out that racial relations aren't so strained as we are told. As things are today, Negroes enjoy equal rights under the law, and there is no doubt that at least colored and white college students are on an equal footing."

"I had believed workers were exploited in the U.S., but I found that this isn't true."

"I now understand their system of democracy better."

Favorable conceptions which have been changed to unfavorable ones:

*

2

"I had believed Negroes enjoy equal rights with whites, but that isn't the case."

"I had believed that relations between white and colored people were more harmonious."

Conceptions of a neutral nature which were changed, but remained neutral:

1

-

"Some notions I had had on political affairs."

"Racial discrimination still exists."

Other and General Conceptions

(2%)

(1%)

Unfavorable conceptions which have been changed to favorable ones:

-

-

Favorable conceptions which have been changed to unfavorable ones:

-

-

Conceptions of a neutral nature which were changed, but remained neutral:

2

1

"I hadn't known that geographical and climatic conditions vary so greatly in the different parts of the U.S."

"I realize now that it's necessary to study the U.S., its people, the cities and all the rest as it seems one has wrong notions on almost everything."

"I had had quite different notions of the U.S. before I met an exchangee."

"My overall idea of the U.S. has been changed."

No opinion/No answer

(3%)
26%[@]

(2%)
17%[@]

* Less than one half of one per cent.

@ Some respondents gave more than one answer.

THREE QUARTERS HAVE CHANGED ATTITUDES ATTRIBUTABLE TO EXCHANGEES

The three questions which have been used to determine 1) changed attitudes toward the U.S.; 2) new ideas received; and 3) corrected conceptions, are in fact indices of influence exercised by exchangees through their contact with the general population and a four step index can be constructed from answers to three questions. People who give affirmative answers to all three questions can be considered those who show the greatest effect of contact. Those who are aware of and admit changed thinking attributable to an exchangee in two or only one instance indicate medium effect or some effect of contact.

Tabulations reveal the following pattern of replies in the present connection - 15% show the greatest effect, another third of them (33%) medium effect and more than one fourth (28%) some effect of contact.

Exchangee Contacts

West Germany
(372)

A - Greatest effect of contact (those who give three affirmative replies)	15%
B - Medium effect of contact (those who give two affirmative replies)	33
C - Some effect of contact (those who give only one affirmative reply)	28
D - No awareness (or admission) of influence	<u>24</u> 100%

The reader should keep in mind, however, that the subtlety of the influence, its indirectness, frequently can be so great that even the most adept introspectionist cannot locate it. Circuitously channelled influences, those coming second -, third-, or fourth-hand from the exchangee himself often cannot be identified by the recipient of the influence.

Considering this, the figures make it clear that the total effect of contact reaches at least three quarters of the target group of exchangee contacts, since some effects remain unmeasurable with the methods employed in this study.

COMPARISON OF EXCHANGEES AND THEIR CONTACTS REVEALS LESSENERED RECALL OF TRANSMITTED IMPRESSIONS ...

In the 1953 study of returnees - described in more detail in the introduction to Chapter II - the exchangees were asked to report their own favorable and unfavorable impressions of the U.S. In our present survey a corresponding question was applied to exchangee contacts inquiring after the positive and negative experiences of exchangees while in America.

A comparison of the replies of exchangees and exchangee contacts reveals that, by and large, transmission of impressions from exchangee to his contact is subject to substantially lessened recall, varying greatly according to content matter. This is generally true for positive as well as negative experiences.

From the number of instances related for each category of positive and negative impressions, it appears that not only is there a difference between exchangees and their contacts as to total mentions, but also as to relative importance. Exchangees e.g. name positive impressions of the mentality of the Americans and their outlook on life most frequently while exchangee contacts name "attitude of the Americans to their fellowmen" most often. One must assume that these Germans were struck most favorably by what the visitors to the U.S. had to say about inter-human relations in America, even more so than were the visitors themselves. This difference also appears in the table with respect to negative impressions. While exchangees seem to be most unfavorably impressed by the American "outlook on life", exchangee contacts appear to be most adversely impressed by "racial discrimination" in the United States.

There are only a few categories of positive impressions that received greater response from exchangee contacts than from among exchangees themselves. While the figures for "agriculture and forestry" and for "traffic and traffic discipline" are too small to justify certainty, one might suggest, however, that the exchangees met with particular responsiveness and eagerness to hear and learn about the field of U.S. education (schools, universities, etc.) Therefore, a certain need seems to exist among exchangee contacts to be informed about educational matters in the U.S.

There are generally more favorable impressions mentioned than unfavorable ones and the transmission of the positive experiences is also relatively somewhat higher than of the negative. For example, utilizing the percentage of impressions mentioned by exchangees as a base, the 118% of the exchangee contacts is 55% of all favorable impressions of exchangees, while under unfavorable impression mentions by exchangee contacts are only 42% of those mentioned by exchangees (actual mentions are 43% for exchangee contacts and 102% for exchangees).

Asked of Exchangees:

"If you consider all your American experiences together: Which were your strongest positive impressions in the U.S.?"

Asked of Exchangee Contacts:

"Do you remember which things in the U.S. were judged especially favorably by the exchangees with whom you have talked, or, to put it differently, what was the most favorable experience these exchangees had in the U.S.?"

SUMMARY TABLE OF FAVORABLE IMPRESSIONS OF
EXCHANGEES' EXPERIENCES IN U.S.A.

	<u>Exchangees</u>	<u>Exchangee Contacts</u>	<u>Difference and Direction between Exchangees and Contacts</u>
The mentality of the Americans and their outlook on life	51%)	14%)	- 37%)
Political and civic attitude. Democracy as the American way of life	29	3	- 26
The attitude of the Americans toward their fellowmen	42	26	- 16
Spaciousness and beauty of country, landscape and cities	18	7	- 11
Standard of living	18	7	- 11
Level and potential of business, industry and technology	23	16	- 7
Religious and cultural life	10	3	- 7
Attitude toward Germany	7	1	- 6
Social relations and social institutions	7	4	- 3
Family life	2	2	0
Working methods of governmental agencies	2	2	0
Agriculture and Forestry	3	5	+ 2
Traffic and traffic discipline	3	6	+ 3
Education and school, universities and research	12	17	+ 5
Other and general answers	1	5	+ 4
No favorable impressions	-	-	-
No opinion/No answer	2	19	+ 17
	<u>230%[@]</u>	<u>137%[@]</u>	<u>- 93%</u>

@ Some respondents gave more than one answer.

Asked of Exchangees:

"If you consider all your American experiences together: ...Which were your negative impressions?"

Asked of Exchangee Contacts:

"And could you tell me which things in the U.S. were judged especially unfavorably, in other words, what was the most unfavorable experience these exchangees had in the U.S.?"

SUMMARY TABLE OF UNFAVORABLE IMPRESSIONS OF
EXCHANGEES' EXPERIENCES IN U.S.A.

	<u>Exchangees</u>	<u>Exchangee Contacts</u>	<u>Difference and Direction between Exchangees and Contacts</u>
The superficial and materialistic outlook on life of the Americans	30%)	7%)	- 23%)
Racial discrimination	24	10	- 14
Way of life, influence of technology, amusements (morals), overdone advertising	15	5	- 10
Contrast between rich and poor, social conditions	15	9	- 6
Cultural immaturity of the Americans (also in their homes), poor general education	9 102%	4 43%	- 5 - 59%
Emptiness and disruption of family life, qualities and position of women (men), problems of child rearing	7	6	- 1
The economy situation, short-sighted planning in forestry and agriculture	2	1	- 1
Anti-German attitude	*	1	+ 1
No unfavorable impressions	14	35	+ 21
No opinion/No answer	4	25	+ 21
	<u>120%[@]</u>	<u>103%[@]</u>	<u>- 17%</u>

* Less than one half of one per cent.

@ Some respondents gave more than one answer.

III. Attitudinal Comparison of Returned Exchangees, Exchangee Contacts, and General Population

In the middle of 1953, the Research Staff conducted a survey of 1,575 exchangees randomly selected on a stratified probability basis as representative of all Germans having been in the United States under the Exchange of Persons Program. (At the time of the survey some 6,000 Germans had returned from an exchange trip.) Since, in this survey as well, - an equivalent series of questions on specific areas of American life with essentially the same method of inquiry to determine the direction of reaction - namely the scalometer technique - was employed, the results of both studies can be compared.

These comparisons of views, impressions and attitudes held by returned exchangees, exchangee contacts, and the general West German population will now be presented for they reveal rather interesting facts which contribute considerably toward completion of this picture.

It should be noted here, however, that any conclusion as to a cause and effect relationship between the variables presented is beyond the validity of the data available, however, several relationships appear suggestive.

Section 1: Scalometer Ratings of Selected Areas of American Life

The scalometer technique, or also called Stapel-scale, is one of the successful techniques developed which permits the quantification of an essentially non-verbal response. The method achieves direction as well as intensity of reaction and the use of its symbols - equally distant and quantifiable units - makes the expression of an opinion easier for the respondent since possible differences in ability to articulate are minimized and the various degrees of positive or negative responses are standardized as much as possible.

The scalometer technique consists of presenting a card with ten squares to the respondent. These squares are arranged from +5 which indicates the most favorable response through +1 indicating the least favorable response. Then from -1 which indicates a small degree of unfavorable reaction to -5 indicating the most unfavorable response.

The scalometer questions were introduced as following:

"Now we would like to ask you a few questions about several areas of American life. Could you tell me what impression, or idea, you have of the American educational and school system?

For this area of American life and the following we would like to find out what your impression, or your idea of it is. Please, use this card with a scale of small squares to answer the questions. (Scalometer Card.)

The white squares mean 'favorable impression or idea' and the black ones 'unfavorable impression or idea'; the higher one goes up with the white squares, the better is the general impression - and vice versa: the further down with the black ones, the more unfavorable is the general impression."

Here in this section, the individual areas of American life will be very briefly discussed. Then in Section 2, a detailed comparison and summarization of all areas and the various reactions of the different groups will be presented.

GENERAL POPULATION INDICATES HIGHER AMOUNT OF "NO OPINION" - EXCHANGEES CONTACTS LOWEST ...

It is natural to find a large amount of "no opinion" among the general population concerning areas of American life since few could be expected to have any knowledge concerning these areas. It is also in line with expectation that exchangees would have less "no opinion" than the rank and file, for they actually have been in the U.S. and consequently would have more of a basis for judgment. However, the percentage of "no opinion" among exchangee contacts is surprisingly low - in fact even lower than that for exchangees. The general relationship between the three groups compared generally holds true in all individual areas of U.S. life with few exceptions.

The mathematical average of all areas also reveals that, by and large, the returnees and their contacts are almost equally favorably impressed by various American areas, however, the exchange contacts are somewhat more critical than their impression transmitters.

MATHEMATICAL AVERAGE OF ALL AREAS

		<u>West Germany</u>			<u>West Berlin</u>			
		Ex- changees (1423)	Exchangee Contacts (372)	General Population (1269)	Ex- changees (150)	Exchangee Contacts (90)	General Population (315)	
Un- favorable	Favorable	+ 5 + 4	12% } 30% 18 }	18% } 32% 14 }	13% } 22% 9 }	16% } 35% 19 }	25% } 47% 22 }	29% } 47% 18 }
		+ 3 + 2 + 1	18 } 10 } 35 7 }	17 } 10 } 36 9 }	12 } 7 } 26 7 }	19 } 10 } 36 7 }	18 } 9 } 35 8 }	18 } 8 } 33 7 }
		- 1 - 2 - 3	4 } 3 } 9 2 }	6 } 4 } 14 4 }	4 } 3 } 9 2 }	4 } 1 } 7 2 }	5 } 2 } 9 2 }	4 } 2 } 8 2 }
		- 4 - 5	1 } - } 1	1 } 2 } 3	1 } 2 } 3	1 } 1 } 2	* } 2 } 2	* } 1 } 1
	No opinion	25 100%	15 100%	40 100%	20 100%	7 100%	11 100%	

* Less than one half of one per cent.

In the following presentation of reactions to individual areas of American life, the replies have been ordered into three groups. In the first group are instances where the exchange contacts have a more favorable attitude than the exchangees. In the second group percentage of favorable is about equal. In the last group, exchange contacts do not have as favorable an attitude as do the exchangees.

a) Areas in which Contacts Have More Favorable Opinions than Exchangees

EXCHANGE CONTACTS MOST POSITIVELY IMPRESSED BY AMERICAN ECONOMY, RETURNEES SOMEWHAT LESS THAN GENERAL POPULATION ...

As further analysis will show, however, the average rating received by this area is the highest among all other features of American life.

"And what's your impression, or your idea, of the American economy, their industry and technology?"

			<u>West Germany</u>			<u>West Berlin</u>		
			<u>Ex-</u> <u>changees</u>	<u>Exchangee</u> <u>Contacts</u>	<u>General</u> <u>Population</u>	<u>Ex-</u> <u>changees</u>	<u>Exchangee</u> <u>Contacts</u>	<u>General</u> <u>Population</u>
Un- favorable	Favorable	+ 5	31% 22	56% 22	41% 16	40% 17	70% 21	64% 18
		+ 4	53%		57%		91%	
		+ 3	9	9	9	9	6	7
		+ 2	4	2	4	2	2	3
		+ 1	2	4	5	-	-	3
		- 1	*	1	1	-	-	-
		- 2	*	-	*	-	-	*
		- 3	*	*	*	-	-	-
		- 4	-	-	*	-	-	-
		- 5	-	-	*	-	-	-
No opinion			32 100%	6 100%	24 100%	32 100%	1 100%	5 100%

MANY EXCHANGEES HAVE NO OPINION ABOUT AGRICULTURE - BUT THEIR CONTACTS EXPRESS FAVORABLE OPINIONS ...

"And how about American agriculture?"

			<u>West Germany</u>			<u>West Berlin</u>		
			<u>Ex-</u> <u>changees</u>	<u>Exchangee</u> <u>Contacts</u>	<u>General</u> <u>Population</u>	<u>Ex-</u> <u>changees</u>	<u>Exchangee</u> <u>Contacts</u>	<u>General</u> <u>Population</u>
Un- favorable	Favorable	+ 5	18% 17	35% 22	22% 13	18% 11	40% 28	38% 24
		+ 4	35%		35%		68%	
		+ 3	15	17	14	9	16	15
		+ 2	6	6	6	3	4	3
		+ 1	2	4	5	4	1	4
		- 1	1	-	2	1	-	2
		- 2	*	*	1	1	-	1
		- 3	-	*	*	-	-	*
		- 4	*	*	1	1	-	*
		- 5	-	-	*	-	-	-
No opinion			41 100%	16 100%	36 100%	52 100%	11 100%	13 100%

* Less than one half of one per cent.

EXCHANGEES AND CONTACTS ALSO VIEW U.S. POLITICAL LIFE FAVORABLY ...

"And how about American political life, democratic self-government, and its administrative machinery?"

		<u>West Germany</u>			<u>West Berlin</u>			
		<u>Ex-</u> <u>changees</u>	<u>Exchangee</u> <u>Contacts</u>	<u>General</u> <u>Population</u>	<u>Ex-</u> <u>changees</u>	<u>Exchangee</u> <u>Contacts</u>	<u>General</u> <u>Population</u>	
Un- favorable	Favorable	+ 5	11% } 33%	16% } 31%	8% } 16%	22% } 51%	20% } 48%	21% } 44%
		+ 4	22 } 33%	15 } 31%	8 } 16%	29 } 51%	28 } 48%	23 } 44%
		+ 3	22 } 32	26 } 46	13 } 29	13 } 22	25 } 48	24 } 43
		+ 2	6 } 32	13 } 46	9 } 29	7 } 22	13 } 48	11 } 43
		+ 1	4 } 32	7 } 46	7 } 29	2 } 22	10 } 48	8 } 43
		- 1	1 } 1	2 } 5	2 } 4	1 } 2	- } 1	1 } 1
		- 2	* } 1	2 } 5	1 } 4	1 } 2	1 } 1	* } 1
		- 3	* } 1	1 } 5	1 } 4	- } 2	- } 1	* } 1
		- 4	* } *	1 } 1	* } 1	- } -	- } -	- } *
		- 5	* } *	* } 1	1 } 1	- } -	- } -	* } *
No		opinion	34	17	50	25	3	12
			100%	100%	100%	100%	100%	100%

U.S. PRESS AND RADIO RATED SECOND MOST UNFAVORABLE AREA BY RETURNEES, GETS BETTER RATING FROM THEIR CONTACTS AND GENERAL POPULATION ...

"And what impression do you have of the American press, radio and television? (And of American films?)"

		<u>West Germany</u>			<u>West Berlin</u>			
		<u>Ex-</u> <u>changees</u>	<u>Exchangee</u> <u>Contacts</u>	<u>General</u> <u>Population</u>	<u>Ex-</u> <u>changees</u>	<u>Exchangee</u> <u>Contacts</u>	<u>General</u> <u>Population</u>	
Un- favorable	Favorable	+ 5	6% } 16%	29% } 45%	24% } 36%	5% } 13%	36% } 61%	46% } 67%
		+ 4	10 } 16%	16 } 45%	12 } 36%	8 } 13%	25 } 61%	21 } 67%
		+ 3	15 }	14 }	11 }	23 }	15 }	16 }
		+ 2	11 } 37	7 } 28	7 } 23	13 } 53	4 } 26	5 } 25
		+ 1	11 }	7 }	5 }	17 }	7 }	4 }
		- 1	9 }	5 }	3 }	6 }	3 }	* }
		- 2	6 } 19	3 } 11	1 } 5	3 } 14	- } 3	1 } 2
		- 3	4 }	3 }	1 }	5 }	- }	1 }
		- 4	2 } 3	2 } 4	1 } 2	1 } 6	- } 2	- } *
		- 5	1 }	2 }	1 }	5 }	2 }	* }
No		opinion	25	12	34	14	8	6
			100%	100%	100%	100%	100%	100%

* Less than one half of one per cent.

EXCHANGEES CONTACTS APPEAR MORE OPINIONATED AND GENERAL POPULATION SLIGHTLY MORE CRITICAL THAN EXCHANGEES IN REACTIONS TO THE RELATIONSHIP BETWEEN EMPLOYERS AND EMPLOYEES IN THE UNITED STATES ...

"And what's your impression, or idea, of the relationship between employers and employees in the U.S., and of trade union problems?"

		<u>West Germany</u>			<u>West Berlin</u>		
		<u>Ex-</u> <u>changees</u>	<u>Exchangee</u> <u>Contacts</u>	<u>General</u> <u>Population</u>	<u>Ex-</u> <u>changees</u>	<u>Exchangee</u> <u>Contacts</u>	<u>General</u> <u>Population</u>
Favorable	+ 5	12%)	15%)	10%)	15%)	20%)	26%)
	+ 4	19 } 31%	16 } 31%	9 } 19%	26 } 41%	32 } 52%	20 } 46%
	+ 3	13 }	16 }	16 }	12 }	12 }	15 }
	+ 2	6 } 22	10 } 35	4 } 26	5 } 20	11 } 33	10 } 32
	+ 1	3 }	9 }	6 }	3 }	10 }	7 }
Un-favorable	- 1	1 }	3 }	3 }	1 }	3 }	4 }
	- 2	1 } 2	3 } 9	2 } 7	- } 1	- } 5	1 } 6
	- 3	* }	3 }	2 }	- }	2 }	1 }
	- 4	* } *	1 } 2	1 } 2	- } -	- } 1	- } 1
	- 5	- }	1 }	1 }	- }	1 }	1 }
No opinion		45	23	46	38	9	15
		100%	100%	100%	100%	100%	100%

b) Area in which Exchangees and their Contacts Indicate Same Amount of Favorable Opinion

The only area where favorable reactions among exchangees and their contacts is about equal is in respect to cultural life in the U.S. However, since the contacts have fewer "no opinion" they consequently have more with an unfavorable attitude than is found among exchangees.

"And what impression, or idea, do you have of the cultural life in the U.S.?"

		<u>West Germany</u>			<u>West Berlin</u>		
		<u>Ex-</u> <u>changees</u>	<u>Exchangee</u> <u>Contacts</u>	<u>General</u> <u>Population</u>	<u>Ex-</u> <u>changees</u>	<u>Exchangee</u> <u>Contacts</u>	<u>General</u> <u>Population</u>
Favorable	+ 5	5%)	9%)	6%)	4%)	19%)	24%)
	+ 4	13 } 18%	14 } 23%	9 } 15%	12 } 16%	27 } 46%	21 } 45%
	+ 3	19 }	18 }	11 }	30 }	18 }	19 }
	+ 2	13 } 44	11 } 41	8 } 28	14 } 53	10 } 40	11 } 37
	+ 1	12 }	12 }	9 }	9 }	12 }	7 }
Un-favorable	- 1	5 }	8 }	5 }	11 }	6 }	3 }
	- 2	6 } 15	8 } 20	3 } 10	1 } 14	- } 9	2 } 8
	- 3	4 }	4 }	2 }	2 }	3 }	3 }
	- 4	1 } 2	1 } 3	1 } 2	5 } 6	- } 2	- } 1
	- 5	1 }	2 }	1 }	1 }	2 }	1 }
No opinion		21	13	45	11	3	9
		100%	100%	100%	100%	100%	100%

c) Areas in which Contacts Do Not Have as Favorable an Opinion as Do Exchanges

The third and largest group consists of instances where favorable replies by the contacts is less than that by returnees..

HIGH PERCENTAGES VIEW AMERICAN WAY OF LIFE AND OUTLOOK ON LIFE FAVORABLY, BUT CONTACTS MORE CRITICAL ...

"And how about the American way of life and outlook on life?"

			<u>West Germany</u>			<u>West Berlin</u>		
			<u>Ex-</u> <u>changes</u>	<u>Exchangee</u> <u>Contacts</u>	<u>General</u> <u>Population</u>	<u>Ex-</u> <u>changes</u>	<u>Exchangee</u> <u>Contacts</u>	<u>General</u> <u>Population</u>
Favorable	+	5	15%)	16%)	14%)	23%)	25%)	31%)
	+	4	27 } 42%	16 } 32%	14 } 28%	24 } 47%	19 } 44%	22 } 53%
	+	3	25)	20)	14)	27)	25)	20)
	+	2	12 } 44	13 } 43	9 } 30	14 } 45	9 } 43	6 } 33
	+	1	7)	10)	7)	4)	9)	7)
Un-favorable	-	1	3)	6)	4)	2)	4)	3)
	-	2	1 } 5	3 } 13	2 } 7	- } 3	- } 8	1 } 7
	-	3	1)	4)	1)	1)	4)	3)
	-	4	*) *	1) 2	*) 1	-) -	-) 1	*) *
	-	5	*)	1)	1)	-)	1)	-)
No opinion			9	10	34	5	4	7
			100%	100%	100%	100%	100%	100%

FAVORABLE REACTIONS TO THE AMERICAN EDUCATIONAL AND SCHOOL SYSTEM HIGH AMONG EXCHANGEES AND THEIR CONTACTS ...

The general population, however, falls considerably below the favorable level of impression indicated by exchangees and their contacts. In addition the extent of "no opinion" is more than twice as great as is found among returnees and contacts.

"Would you please point to the square which approximately indicates how favorable or unfavorable is your general... impression or idea of the American educational and school system?"

			<u>West Germany</u>			<u>West Berlin</u>		
			<u>Ex-</u> <u>changes</u>	<u>Exchangee</u> <u>Contacts</u>	<u>General</u> <u>Population</u>	<u>Ex-</u> <u>changes</u>	<u>Exchangee</u> <u>Contacts</u>	<u>General</u> <u>Population</u>
Favorable	+	5	11%)	13%)	7%)	21%)	19%)	19%)
	+	4	22 } 33%	17 } 30%	8 } 15%	27 } 48%	21 } 40%	17 } 36%
	+	3	31)	25)	15)	21)	34)	33)
	+	2	13 } 50	13 } 43	6 } 27	11 } 37	10 } 48	9 } 48
	+	1	6)	5)	6)	5)	4)	6)
Un-favorable	-	1	4)	5)	3)	3)	4)	2)
	-	2	2 } 7	1 } 8	1 } 5	2 } 6	1 } 5	1 } 3
	-	3	1)	2)	1)	1)	-)	*)
	-	4	*) *	*) *	*) 1	1) 1	1) 1	-) -
	-	5	*)	*)	1)	-)	-)	-)
No opinion			10	19	52	8	6	13
			100%	100%	100%	100%	100%	100%

* Less than one half of one per cent.

EXCHANGEES APPEAR MOST FAVORABLE TOWARDS RELIGIOUS AND CHURCH LIFE IN THE UNITED STATES - CONTACTS AND GERMAN RANK AND FILE SOMEWHAT CRITICAL ...

"And what impression, or what idea, do you have of the religious and church life in the U.S.?"

		<u>West Germany</u>			<u>West Berlin</u>		
		<u>Ex-</u> <u>changees</u>	<u>Exchangee</u> <u>Contacts</u>	<u>General</u> <u>Population</u>	<u>Ex-</u> <u>changees</u>	<u>Exchangee</u> <u>Contacts</u>	<u>General</u> <u>Population</u>
Favorable	+ 5	19% ¹	15% ¹	9% ¹	19% ¹	21% ¹	26% ¹
	+ 4	23 } 42%	16 } 31%	8 } 17%	26 } 45%	19 } 40%	17 } 43%
	+ 3	22 }	20 }	13 }	25 }	15 }	15 }
	+ 2	9 } 38	9 } 39	6 } 27	7 } 39	12 } 37	7 } 30
	+ 1	7 }	10 }	8 }	7 }	10 }	8 }
Un-favorable	- 1	2 }	5 }	4 }	- }	3 }	4 }
	- 2	1 } 4	3 } 12	4 } 11	1 } 2	6 } 11	6 } 11
	- 3	1 }	4 }	3 }	1 }	2 }	1 }
	- 4	* } *	1 } 2	1 } 3	- }	- }	* }
	- 5	* }	1 }	2 }	- }	4 }	1 }
No opinion		16	16	42	14	8	15
		100%	100%	100%	100%	100%	100%

EXCHANGEES VIEW AMERICAN FAMILY LIFE SLIGHTLY LESS FAVORABLY THAN EXCHANGEES DO, BUT STILL CONSIDERABLY BETTER THAN DOES THE GENERAL POPULATION ...

"And how about American family life?"

		<u>West Germany</u>			<u>West Berlin</u>		
		<u>Ex-</u> <u>changees</u>	<u>Exchangee</u> <u>Contacts</u>	<u>General</u> <u>Population</u>	<u>Ex-</u> <u>changees</u>	<u>Exchangee</u> <u>Contacts</u>	<u>General</u> <u>Population</u>
Favorable	+ 5	11% ¹	11% ¹	8% ¹	11% ¹	15% ¹	22% ¹
	+ 4	20 } 31%	13 } 24%	9 } 17%	23 } 34%	20 } 35%	17 } 37%
	+ 3	22 }	18 }	14 }	24 }	18 }	22 }
	+ 2	12 } 43	12 } 44	8 } 31	11 } 47	18 } 43	12 } 43
	+ 1	9 }	14 }	9 }	12 }	7 }	9 }
Un-favorable	- 1	7 }	8 }	5 }	3 }	6 }	5 }
	- 2	4 } 13	4 } 17	4 } 14	2 } 7	2 } 12	2 } 8
	- 3	2 }	5 }	5 }	2 }	4 }	1 }
	- 4	1 } 1	1 } 3	1 } 3	2 } 3	- }	1 } 2
	- 5	* }	2 }	2 }	1 }	2 }	1 }
No opinion		12	12	35	9	8	8
		100%	100%	100%	100%	100%	100%

* Less than one half of one per cent.

SOCIAL PROBLEMS AND SOCIAL SERVICES VIEWED MOST CRITICALLY BY ALL GROUPS - MORE SO BY EXCHANGEES CONTACTS ...

Significantly, more unfavorable reactions were found among exchangee contacts than among returnees or the general population in the areas of social problems and social services. The general population in turn is more unfavorable than exchangees. While returnees and the general population are equally high in expression of "no opinion" about U.S. social services, only half as many non-opinionated people exist among exchangee contacts. In the area of social problems "no opinion" among the rank and file in Germany tops exchangees and their contacts by 2 to 1.

"And can you tell me what impression, or idea, you have of the social problems, the class problems, or problems of racial and national minorities in the U.S.?"

			West Germany			West Berlin		
			Ex- changees	Exchangee Contacts	General Population	Ex- changees	Exchangee Contacts	General Population
Un- favorable	Favorable	+ 5	3% } 10%	3% } 9%	3% } 7%	7% } 19%	6% } 18%	6% } 23%
		+ 4	7	6	4	12	12	7
		+ 3	15	10	7	20	24	18
		+ 2	14 } 42	11 } 34	5 } 19	16 } 49	9 } 44	9 } 41
		+ 1	13	13	7	13	11	14
		- 1	8	11	9	9	14	11
		- 2	8 } 22	12 } 31	6 } 22	4 } 20	4 } 27	5 } 21
		- 3	6	8	7	7	9	5
		- 4	3	5	3	4	1	1
		- 5	2 } 5	5 } 10	5 } 8	1 } 5	3 } 4	2 } 3
No opinion			21 100%	16 100%	44 100%	7 100%	7 100%	12 100%

"And how about the social services, such as social welfare, the old-age pensions system, unemployment insurance, etc.?"

			West Germany			West Berlin		
			Ex- changees	Exchangee Contacts	General Population	Ex- changees	Exchangee Contacts	General Population
Un- favorable	Favorable	+ 5	4% } 14%	3% } 8%	3% } 6%	7% } 19%	7% } 20%	14% } 25%
		+ 4	10	5	3	12	13	11
		+ 3	13	8	5	17	15	14
		+ 2	9 } 30	8 } 24	6 } 16	11 } 42	6 } 38	7 } 32
		+ 1	8	8	5	14	17	11
		- 1	5	13	10	8	13	12
		- 2	4 } 12	9 } 32	6 } 23	1 } 11	10 } 27	7 } 25
		- 3	3	10	7	2	4	6
		- 4	1	5	6	-	1	3
		- 5	1 } 2	9 } 14	6 } 12	- } -	4 } 5	2 } 5
No opinion			42 100%	22 100%	43 100%	28 100%	10 100%	13 100%

Section 2: Further Analysis of Reactions to Areas of U.S. Life -
Rank-Order Comparison of Exchangees, Contacts and
Average Germans

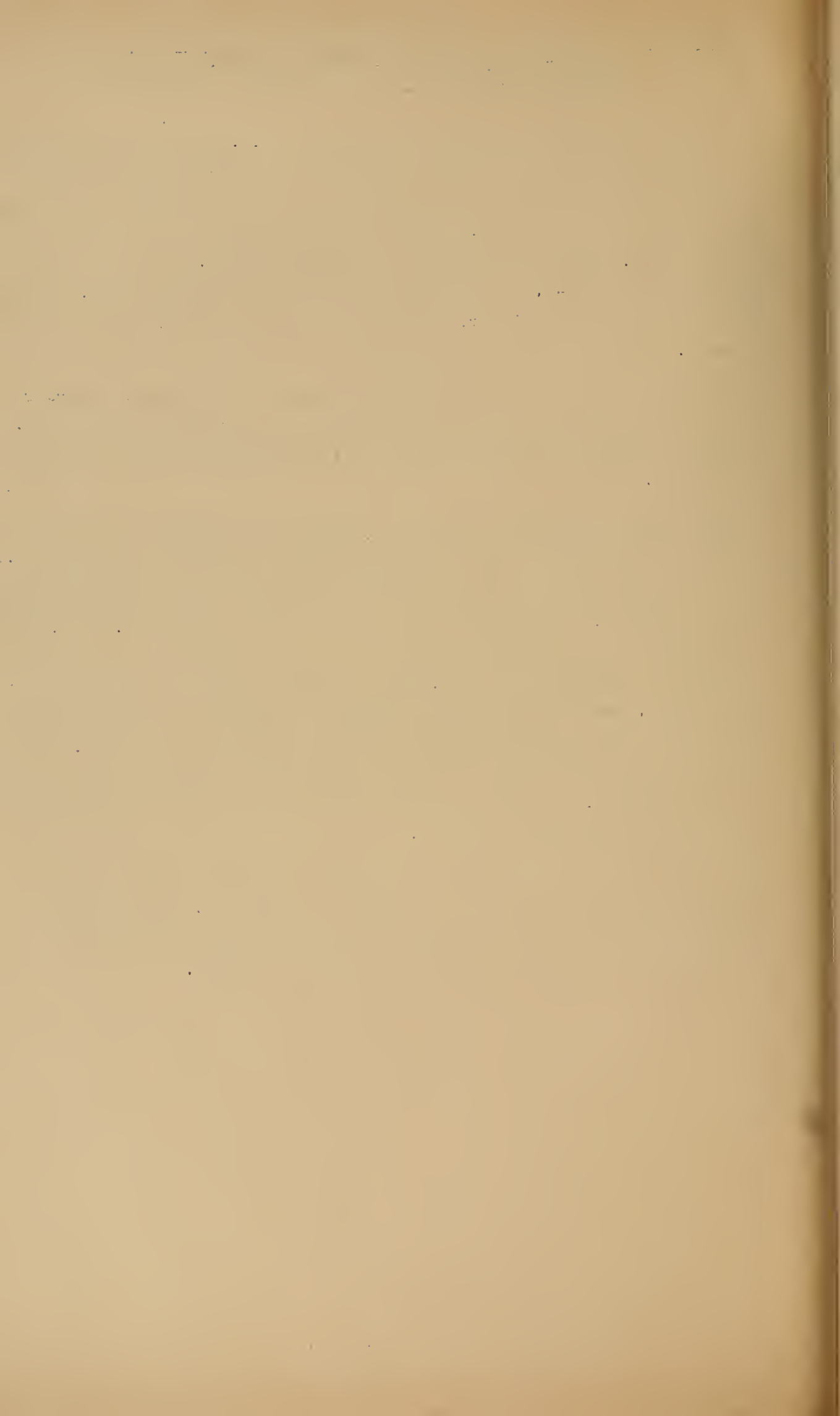
The following section presents a summary, i.e. the net gains of ratings of areas of American life secured by using the scalometer technique. The net gain is the sum of all positive and negative values as indicated on the scalometer (ranging from +5 to -5) divided by the number of respondents. According to this way of calculation, the net gain would be between +5 and -5. In order to give a clearer illustration, however, it was calculated per 100 respondents so that it will be between +500 and -500.

In this section the tabulations are concerned with the rank-order of the various areas of American life and do not consider the actual level of favorable opinion such as was the concern in the preceeding section.

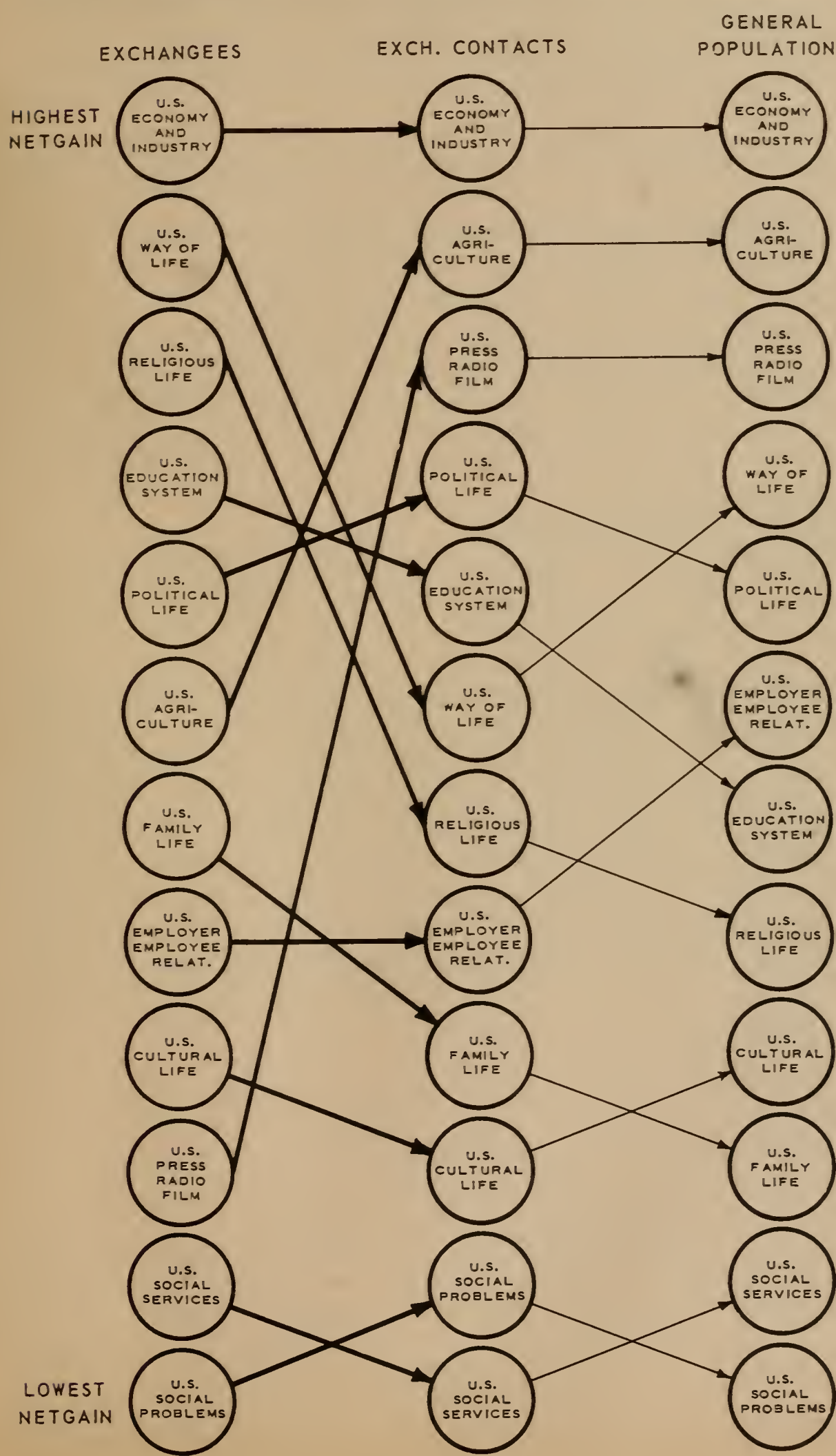
AMONG AREAS OF AMERICAN LIFE, U.S. ECONOMY AND INDUSTRY GET HIGHEST RATING - SOCIAL SERVICES AND SOCIAL PROBLEMS LOWEST BY ALL GROUPS ...

It is interesting to find that in all groupings of respondents, certain areas of U.S. life maintain the same position throughout. U.S. economy and industry receive the highest score by all, while the area of U.S. social service and U.S. social problems remains at the bottom of the list. It is also noteworthy that the "American information system" maintains a good position among all groups except exchangees. This also corresponds with findings of other techniques of inquiry of the 1953 study, namely that U.S. information media leave an unfavorable impression with visitors to the United States.

A certain relationship should be expected to manifest itself among the figures for exchangees and exchangee contacts. An arrangement of the different areas according to score (net gain) results in the rank-orders and can be found on the following page.



RANKING OF AREAS BY EXCHANGEES, EXCHANGE CONTACTS AND GENERAL POPULATION



This simple lineup reveals a pattern of relative preference of areas within each population group. It also appears very clearly that these patterns of rank-order contrast exchangees and their contacts on the one hand, and general population and exchangee contacts on the other.

EXCHANGEES CONTACTS TEND TO RECALL POSITIVE VIEWS ON THE UNITED STATES MORE THAN NEGATIVE ONES ...

In virtually all areas exchangee contacts respond more favorably on the scalometer-questions than do the general population or those who had contact with tourists or POWs. There are even some areas which get a higher rating with exchangee contacts than with exchangees themselves. Leaving aside those areas for which intervals of net gains are insignificantly small, three areas remain as outstanding in that they score much higher with exchangee contacts than with exchangees:

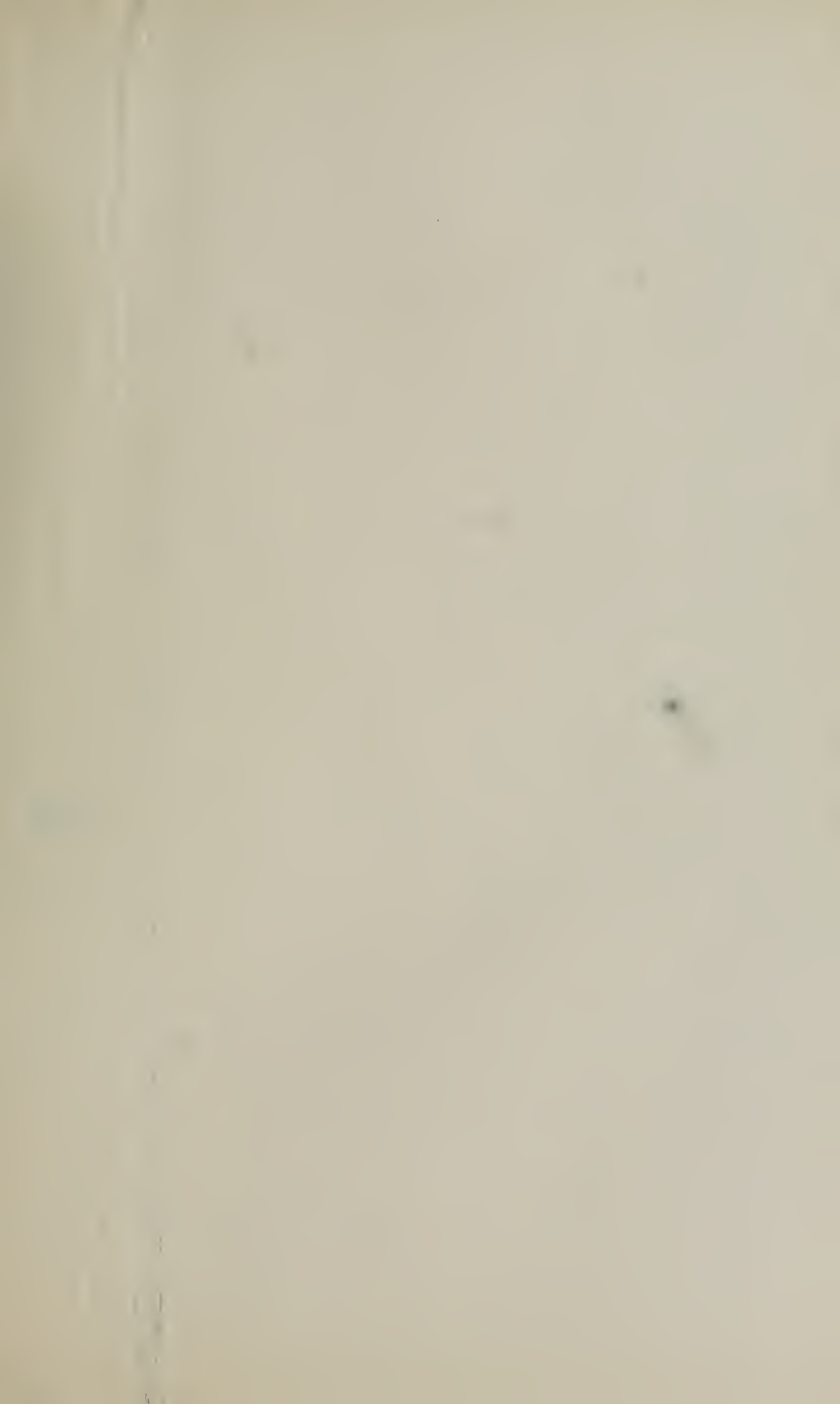
	<u>Exchangees</u>	<u>Exchangee Contacts</u>	<u>General Population</u>
U.S. Economy and Industry	+ 276	+ 402	+ 301
U.S. Agriculture	+ 213	+ 322	+ 212
U.S. Press, Radio, Film	+ 107	+ 247	+ 201

This comparison of the three areas reveals that whenever an area gets a better rating by the general population than by the exchangees, exchangee contacts - who are a self-selected sample of the general population - will give that area a still better rating, rather than accept the more negative view of the exchangees. This also applies for "agriculture" where figures for exchangees and general population are about the same. Nevertheless, "agriculture" gets the second best score of all areas among the general population. This finding seems to suggest that pre-contact, pro-American orientation prevails over negative impressions through contact.

However, the reader would be wise to remember that contact with an exchangee is not the only variable that determines the picture. As a matter of fact, it is only one known factor as against a number that could not be taken in account (such as other sources of information on life in the States, and an undetermined basic pre-contact orientation towards America).

	<u>Exchangees</u> <u>(1423)</u>		<u>Exchangee</u> <u>Contacts</u> <u>(372)</u>		<u>Other German Visitors to U.S.</u> <u>POWs</u> <u>(112)</u>		<u>Contacts with</u> <u>Tourists</u> <u>(195)</u>		<u>General</u> <u>Population</u> <u>(1269)</u>	
	<u>Net</u> <u>Gain</u>	<u>Percent</u> <u>with</u> <u>Opinion</u>	<u>Net</u> <u>Gain</u>	<u>Percent</u> <u>with</u> <u>Opinion</u>	<u>Net</u> <u>Gain</u>	<u>Percent</u> <u>with</u> <u>Opinion</u>	<u>Net</u> <u>Gain</u>	<u>Percent</u> <u>with</u> <u>Opinion</u>	<u>Net</u> <u>Gain</u>	<u>Percent</u> <u>with</u> <u>Opinion</u>
<u>AREAS OF AMERICAN LIFE</u>										
Economy and Industry	+276	68%	+402	94%	+374	90%	+346	88%	+301	76%
Way of Life	+274	91	+216	90	+212	81	+195	81	+176	66
Religious Life	+268	84	+195	84	+128	72	+124	73	+102	58
Education and School	+259	90	+223	81	+126	56	+126	57	+115	48
Political Life	+220	66	+239	85	+115	69	+148	66	+124	50
Agriculture	+213	59	+322	84	+267	84	+246	71	+212	64
Family Life	+209	88	+152	88	+ 52	77	+129	82	+ 94	65
Employer-Employee Relations	+182	55	+189	77	+159	76	+ 37	67	+121	54
Cultural Life	+136	79	+141	87	+138	77	+104	74	+101	55
Press, Radio, Film	+107	75	+247	88	+206	82	+220	82	+201	66
Social Services	+100	58	- 43	78	- 81	75	-129	76	- 37	57
Social Problems	+ 67	79	+ 5	84	- 13	76	- 42	70	- 10	56
<u>AVERAGE ALL AREAS</u>	<u>+193</u>	<u>74</u>	<u>+191</u>	<u>85</u>	<u>+140</u>	<u>76</u>	<u>+126</u>	<u>73</u>	<u>+125</u>	<u>60</u>

Focusing attention on the last line of the preceding table (average all areas) reveals that, by and large, reluctance to express an opinion gradually vanishes as one progresses from right to left of the preceding table. At the same time the average net gain increases. Exchangees do not quite fit this picture of gradual increase. According to their percentage with an opinion, they would deserve a position between contacts with tourists and contacts with POWs, but according to net gain they would have to be placed at the very top with respect to net gain score. That they surpass all other groups as to net gain may justify the comment that their face-to-face contact with the areas of American life provided them with a definitely positive impression and made them (on the average) the leading group as to pro-American orientation.



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